

# Buzz's unparalleled and premium serviceware

This is a special feature from *PAX International's* 2022 [Middle East, Asia and Africa Regional Wrap-Up issue](#) on [page 12](#).



Buzz has facilitated a partnership between Etihad Airways and Armani/Casa to launch ceramics, glassware, cutlery and serveware for Business Class inspired by the stars

[Etihad Airways](#) has long been known for its luxurious passenger experience and its latest Business Class cabin collaboration is no exception. The airline has partnered with Giorgio Armani and [Armani/Casa](#) to launch The Constellation Collection inspired by the stars. [Buzz](#) facilitated the luxury collaboration, exclusively created for Etihad and launching onboard in December 2022.

The partnership was developed to “deliver an unparalleled premium travel experience, setting an elevated new benchmark for the aviation industry,” reads the October Etihad press release.

The collection includes ceramics, glassware, cutlery, serveware and textiles for a refined inflight experience that passengers have come to adore and expect from the airline.

“The Etihad Armani partnership is one of the most significant, all-encompassing programs that Buzz has launched in recent years. From mealtime to sleep time, it encompasses so many touchpoints along the journey,” Leonard Hamersfeld, Founder and Director, Buzz, tells *PAX International* in a November interview.

### **Beyond Business**

Buzz conceived, designed and produced the entire customized range, bringing the modern styling of Armani and signature Armani/Casa design aesthetic to the Etihad Business Class cabin.



Leonard Hamersfeld, Founder and Director, Buzz

“Many years in the making, this program was created with our visionary brand partnership team and design experts who crafted a range with incredible quality and style, to meet Armani’s brand vision while still meeting inflight specifications,” Hamersfeld says.



The pinch pot for salt and pepper, part of The Constellation Collection

The range is made from durable, high-quality material with innovative designs that reduce weight by up to 10 percent, resulting in less fuel burn and fewer emissions.

The dining service features silhouettes with elevated contemporary finishes, mixed materials and embossed patterns. The use of multiple textures represents the cultural diversity of the UAE. The color palette reflects the surroundings of Abu Dhabi; dark green inspired by the region's date palm trees, aquamarine representing the beauty of the mangroves and slate to symbolize the modernity of the iconic Abu Dhabi skyline. A geometric pattern subtly adorns the collection, bringing an elegant tactility to the cutlery handles.



The premium pillowcase and duvet set for Etihad Airways' Business Class features Armani/ Casa signature designs, part of The Constellation Collection

The premium textiles range brings together a pillowcase and duvet set, featuring Armani/Casa signature designs to further enhance the Business Class turn-down experience. Passengers on longer flights will also benefit from the airline's new innovative memory foam mattress, bringing additional comfort to the fully-flat bed in Business Class.

"For us at Buzz, it encapsulates what we do well, bringing together incredible brands to create high quality products that elevate the travel experience," Hamersfeld tells *PAX International*.

"We unveil a completely new and elevated way to fly with Etihad Airways — an experience defined by our Emirati heritage yet shaped by a clear vision for our future," said Tony Douglas, Group Chief Executive Officer. "Known globally for its Italian luxury and elegance, Armani/Casa is the ideal brand partner to create an unparalleled level of bespoke service and refinement for our guests."