

Emirates creates exclusive fragrances with luxury organic brand VOYA



The VOYA fragrances for Emirates

[Emirates](#) is enhancing the 'fly better' experience for passengers with the unveiling a collaboration with Irish organic luxury brand [VOYA](#).

Recently launched onboard flights in First and Business Class, Emirates has and VOYA have developed bespoke Eau de Toilette fragrances that encapsulate "sophistication and understated luxury," reads the press release. The calming, nature-based fragrances have been curated exclusively for Emirates, celebrated as the first ever Eau de Toilette fragrances in VOYA's bestselling product range. Featured on 400 daily flights across the network, Emirates will commission hundreds of thousands of 50 milliliter bottles of the new VOYA Eau de Toilette fragrances every year.

To develop the signature scents, Emirates and VOYA examined international and industry trends, to develop scents representative of both brands. Inspired by the global nature of Emirates, catering to passengers from around the world, the natural essential oils used in the scents are derived from myriad destinations and the design of the bottle is inspired by the ultimate travel image, the sunset over the ocean. Drawing inspiration from the lush landscapes and rich heritage of Ireland, the collaboration promises an unparalleled sensorial experience, blending sophistication and nature, while evoking the tranquillity of the Emerald Isle.

VOYA Founders, Mark and Kira Walton, have years of experience working with fragrances from around the world and relished the opportunity to create a luxury fragrance for Emirates. The goal was to

marry elements from home in Ireland with the iconic scents of the Middle East, delivering evocative and unique signature perfumes. Elegantly presented in muted glass bottles, the male fragrance is a heady blend of bergamot, pepper and white florals -a smooth and spicy fragrance that conveys a sense of calm.

"I have always loved the forest as much as the ocean, so I wanted to create a fresh and earthy fragrance. There is a lot of depth in this fragrance and the base notes become quite pronounced after the initial top notes subside," said Mark Walton.

The feminine perfume by contrast has the revitalizing air of honeysuckle, neroli and citrus, a sweet and uplifting fragrance that portrays a sense of joy.

"Honeysuckle is often found on coastal cliffs in Ireland - along with being a beautiful plant it's one synonymous with my childhood. It was important for me to pair this with fresh citrus notes like Orange, Basil and Vetiver, balanced with woody notes like Cedarwood and Gurjun Balsam. The fragrance is unashamedly sweet but uplifting, a perfect travel companion," said Kira Walton.

The fragrances are available for complimentary use in the Business Class and First Class washrooms, adding to the existing suite of VOYA luxury spa products beloved by Emirates passengers for the last eight years.

The VOYA range available to Emirates passengers includes shampoo, conditioner, body wash, cleanser, body moisturizer, hand wash, soap, and hand cream, available in the signature A380 Onboard Shower Spa, as well as in the complimentary showers in Emirates' luxury airport lounges. VOYA hand and body cream can also be found in the First and Business Class washrooms. The Emirates range features three different fragrances that passengers can select depending on their mood or preference; revitalizing rosemary and mint, tranquil lavender and rosemary, and soothing lime and mandarin. VOYA's skincare line for Emirates is made from natural seaweed, hand harvested from the sea beds of Co. Sligo, Ireland.

In keeping with Emirates commitment to sourcing responsibly, VOYA products contain as many organic ingredients as possible and are packaged using recyclable materials. VOYA is proud to be a cruelty-free brand, opposed to the practice of animal testing in cosmetic research, and partners with Plastic Bank to support its mission to stop plastic before it enters the ocean.