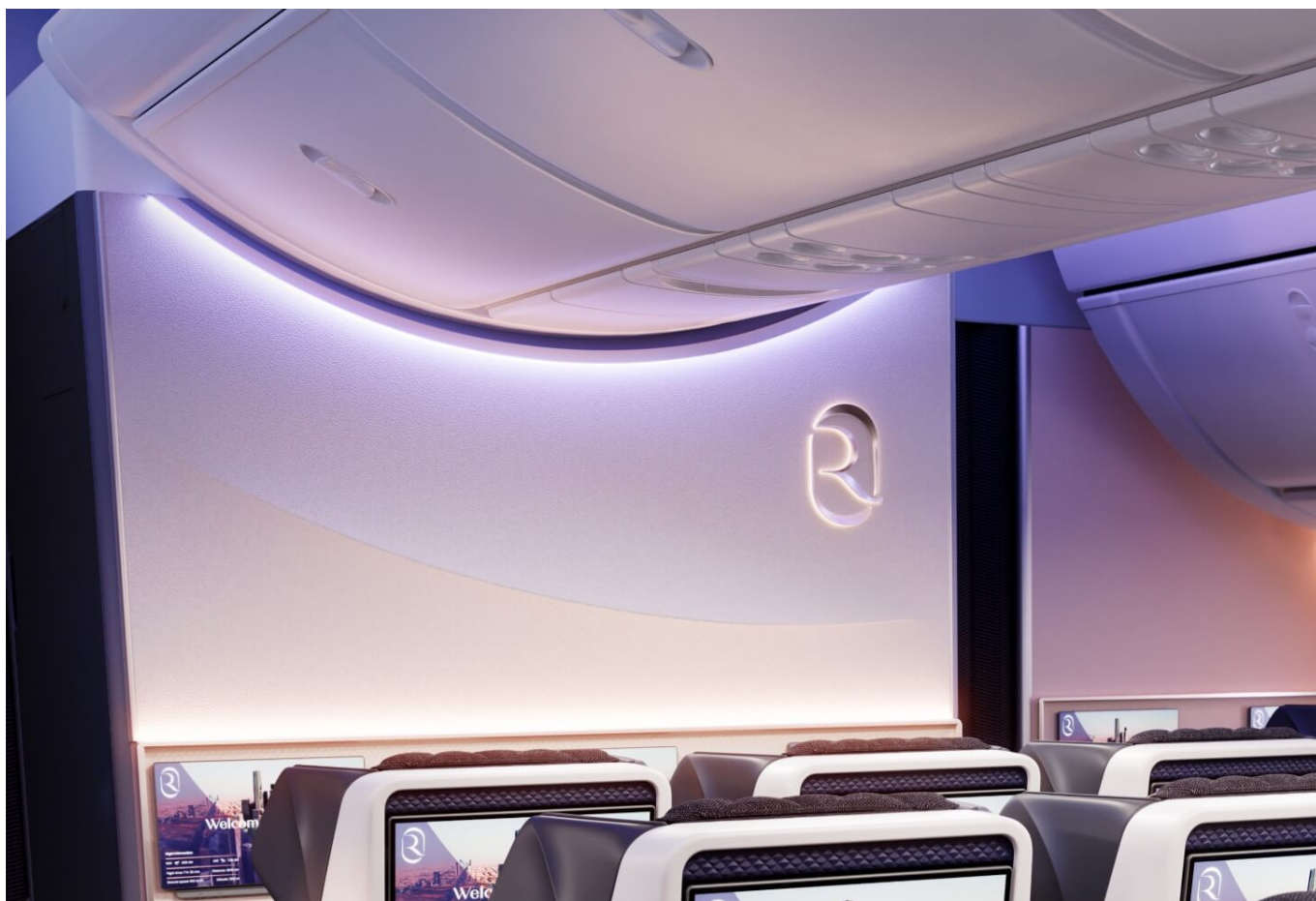


Bucher cabin branding takes off on Riyadh Air 787 fleet



Bucher's bespoke Branding Elements inside Riyadh Air's 787 Dreamliner cabin

[Bucher](#) is highlighting the successful launch of [Riyadh Air](#)'s operations with its 787 Dreamliners, featuring the airline's lavender-themed cabin, featuring the [suppliers Branding Elements](#).

Bucher designed and supplied the bespoke Branding Elements that bring this cabin to life. The calming lavender tones and sophisticated design details reflect Riyadh Air's commitment to an elevated passenger experience, Bucher said in its June 19 press release. Bucher Leichtbau's craftsmanship ensures that each element of the cabin exudes style, functionality and refinement, complementing the airline's vision of modern luxury.

"Collaborating with Riyadh Air on their first Boeing 787 has been a milestone project for Bucher," said Beat Burlet, CEO, Bucher. "Seeing our Branding Elements integrated into this stunning cabin and taking to the skies is a moment of pride for our entire team. We extend our heartfelt congratulations to Riyadh Air on the successful entry into service of their new fleet."

Leveraging Bucher's expertise in the implementation of lighting design and aircraft interiors, the company worked closely with Boeing and Riyadh Air to create a cabin atmosphere that is both visually stunning and passenger-centric.

Bucher's carefully crafted lighting solutions enhance the calming lavender tones, highlight the

bespoke Branding Elements and deliver a premium, immersive experience from takeoff to landing.