

Emirates partners with luxury organic brand VOYA

- A Monitor Report

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Dubai : Emirates unveils a new collaboration with the Irish brand VOYA, renowned for spearheading organic luxury.

Recently launched onboard flights in First and Business Class, Emirates has partnered with VOYA to develop bespoke Eau de Toilette fragrances that encapsulate sophistication and understated luxury, said a release.

The calming, nature-based fragrances have been thoughtfully curated exclusively for Emirates. Featuring on 400 flights each day across the network, Emirates will commission hundreds of thousands of 50ml 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 customers from

around the world, the natural essential oils used in the scents are derived from a myriad of destinations and the design of the bottle is inspired by the ultimate travel image - the sunset over the ocean.

The new 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 customers for the last eight years.

The VOYA range available to Emirates customers includes shampoo, conditioner, body wash, cleanser, body moisturiser, 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 customers can select depending on their mood or preference; revitalising rosemary and mint, tranquil lavender and rosemary, and soothing lime and mandarin.

In keeping with Emirates commitment to sourcing responsibly, VOYA products contain as many organic ingredients as possible and are packaged using recyclable materials.