

Emirates flies high with Ignacio Figueras Dubai



Emirates is offering a free 10ml purse spray as a gwp with every 100ml bottle of Ignacio Figueras Dubai purchased

Ignacio Figueras Dubai, the luxury unisex fragrance from Argentinian polo player Nacho Figueras, has been listed by Emirates Airline for the second quarter of this year.

The agreement, with fragrance creator and distributor Lovely Distribution Company Ltd (LDC), is exclusive to the airline, which is offering a free 10ml purse spray as a gwp with every 100ml bottle purchased.

Pitched at travelers, the 10ml gwp enables Emirates to offer a point of difference over the domestic market. The inflight retail price is \$220, while the domestic retail price is \$275 without the purse spray.

Presented in an elegant, modern, jewel-like designed bottle with intricate gold-toned horseshoe cap, the Dubai fragrance is described as having a sophisticated oud that represents a crossroads of culture, commerce, commodity and architecture. It contains earthy Oud oil, suede, sandalwood, ginger and tonka bean.

Dubai is one of six scents that make up the Ignacio Figueras Collection, all inspired by his lifestyle, emotions and colors of six international polo tournament destinations — Buenos Aires, Palm Beach, Aspen, Windsor, Jaipur and Dubai.

The Lovely Distribution Company, helmed by CEO Stuart McGuire, worked with IFF master perfumer Carlos Benaim to create the collection for Figueras, one of the top 100 polo players in the world,

captain of the US Black Watch Polo Team and internationally recognized model and businessman.

Each scent has notes and design cues that portray the stories connected to the grand polo locations upon which they are based.

LDC launched the Ignacio Figueras Collection in December 2019 exclusively at Bergdorf Goodman, followed by an exclusive launch with Harrods in May 2022. Since then the collection has made its debut at Neiman Marcus in the US, and niche and exclusive perfumeries in Europe and the Middle East.

Jacqui Kissenpfennig, Chief Commercial Officer, The Lovely Distribution Company Ltd, said: “Targeted at the affluent consumer – polo enthusiasts with a luxury lifestyle that appreciate quality products – the Ignacio Figueras Collection has quickly established itself as a leading player in the luxury fragrance sector. The Dubai fragrance is the perfect fit for Emirates Airline and its passenger profile and we’re delighted to have secured this listing for the brand.”