

Etihad Airways launches new lifestyle shopping guide: Vibe

By **Laura Shirk** on October, 3 2019 | Industry News



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Etihad Airways, the national airline of the United Arab Emirates, has launched a new lifestyle shopping guide in collaboration with Retail inMotion. The guide will replace its current onboard boutique

catalogue starting October 1.

Developed in conjunction with publishing house Identity, *Vibe* aims to showcase the latest fashion and lifestyle trends and engage passengers with onboard shopping in a new way. The first issue will feature International Fashion Weeks around the world, the best spots to celebrate the New Year and the Abu Dhabi Grand Prix.

Jamal Al Awadhi, Vice President Product and Guest Experience, Etihad Airways, said: “We are committed to providing our guests exceptional service and innovative experiences. The launch of *Vibe* will set a new global benchmark for the in-flight retail experience and future enhancements will include an ecommerce platform, a pre-order option and home delivery.”

“We are enormously excited to launch *Vibe* into the market. Our market research has shown that the old model of in-flight catalogues is outdated; *Vibe* will engage with passengers at a completely different level, offering great content together with a ‘wish-list’ of products,” shared Andrea Fiore, Head of Global Sales, Retail inMotion. “The guide has been developed after months of research and development, to offer a best-in-class retail experience to Etihad guests.”

Along with exploring the luxury universe of top brands, cult products and exclusive releases, *Vibe* will cover the latest events, shows and travel destinations. Regular features will include advice from an in-house health and beauty expert and top tips on favorite travel products from selected crew members.

Michael Dennington, Director, Identity, commented: “Working with Retail inMotion for Etihad Airways provided us with an exceptional opportunity to leverage our in-flight retail publishing expertise, to develop a game-changing concept for the airline. The support and response from suppliers has been truly exceptional.”

After the contract was awarded in April 2018, Retail inMotion acquired the Boutique program seven months later.