

TRAVEL AND HOSPITALITY

Emirates develops new fragrances for first, business class flyers

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Two new fragrances will now be available for complimentary use in first and business class on 400 of Emirates' daily flights. Image credit: Emirates

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Dubai, U.A.E.-based airline **Emirates** is extending its partnership with a prestige label to take perfumes to the air.

Developed in collaboration with Irish luxury beauty brand Voya, new fragrances will now be available for complimentary use in first and business class on 400 of daily Emirates flights. To create the two new exclusive scents, the companies analyzed industry and global market trends -- the products reflect Emirates' global nature in both formulation and design.

"Honeysuckle is often found on coastal cliffs in Ireland along with being a beautiful plant it's one synonymous with my childhood," said Kira Walton, cofounder of **Voya**, in a statement.

"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," Ms. Walton said. "The fragrance is unashamedly sweet but uplifting, a perfect travel companion."

Flying high

The collaboration marks Voya's first eau de toilette release since its founding in 2006.

To make the fragrances available on all flights, Emirates will commission hundreds of thousands of 50ml bottles from Voya annually. The products will be placed in first and business-class bathrooms, joining other Voya wellness items that have been on offer within the airline's washrooms for the last eight years.



Voya and Emirates' longstanding partnership includes the production of organic and cruelty-free wellness products. Image credit: Emirates

Taking on the iconic aromas of Voya's Irish and Emirates' Middle Eastern homelands, the men's option takes on notes of bergamot, pepper and white florals, meant to evoke a sense of calm in the user. Joy is the focus of the women's launch, including aromas of honeysuckle, neroli and citrus.

"I have always loved the forest as much as the ocean, so I wanted to create a fresh and earthy fragrance," said Mark Walton, cofounder of Voya, in a statement,

"There is a lot of depth in this fragrance and the base notes become quite pronounced after the initial top notes subside."

Emirates is not the first prestige name to extend into the fragrance game in recent weeks ([see story](#)).

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