

Etihad Airways announces travel programme tailored for fashion industry

Etihad Airways has announced the launch of Runway to Runway - a special rewards programme designed for the fashion community's travel requirements.



Mda Operandi co-founder Lauren Santo Domingo (second left) poses with Martin Drew, Etihad Airways Senior Vice President – Americas (left), Amina Taher, Etihad Airways Head of Corporate Communications (second right), Patrick Pierce, Etihad Airways Vice President – Sponsorship (right), and Etihad Airways cabin crew during a VIP dinner announcing the launch of Runway to Runway.

Since announcing its fashion partnership with IMG in 2016, Etihad Airways has worked with the company and its fashion industry network to develop a bespoke membership programme that offers specialised travel benefits. Runway to Runway members are eligible to receive discounts on airfare and other services, preferred corporate rates for business travel, discounted cargo rates, and special group travel rates when traveling for photo shoots, showing collections overseas or conducting business globally.

Patrick Pierce, vice president of sponsorships, Etihad Airways said: “Etihad Airways’ commitment to fashion has taken another step forward with the launch of Runway to Runway, a travel programme delivering practical benefits to our friends in fashion.

“Last year, Etihad Airways became the first global airline to align with and support fashion professionals. Very few industries travel as much as the fashion industry does, spending tens of millions annually. Etihad Airways is an ideal brand fit for this jet-set industry that is ambitious, innovative and remarkable – all characteristics exemplified by Etihad’s world-renowned service and hospitality offering.”

Additional benefits in accordance with Etihad Guest tier level:

Gold Status - Gold status membership will be by invitation only, comprising select members of the international fashion community including editors, designers, models, photographers, stylists, bloggers, executives and other fashion devotees. Gold status members receive: lounge access for member plus a guest, additional 20kg excess baggage, priority boarding, and check-in, eligibility for complimentary upgrades and onboard Wi-Fi

Silver Status - Members of the fashion industry can apply for silver status via Etihad.com/fashion. Silver status members receive: lounge access and additional 10kg excess baggage

Guest Status - open to all fashion enthusiasts. Guest status members will receive fashion news, exclusive access to partner promotions, and be eligible for invitations to special fashion events including fashion weeks in New York, London, Milan, Mumbai, and Sydney.



Etihad Airways cabin crew pose at the launch of Runway to Runway during a VIP dinner hosted by Lauren Santo Domingo in New York.

Fashion events

As part of its global agreement with IMG, Etihad Airways supports 17 fashion events around the world annually. Since this partnership's introduction in April 2016, the airline has helped designers, models, and brands celebrate key milestones and reach new audiences all over the world with activations at New York Fashion Week: The Shows, London Fashion Week, Milan Fashion Week, Mercedes-Benz Fashion Week Berlin, Lakmé Fashion Week (Mumbai) and Mercedes-Benz Fashion Week Australia, as well as MADE events in New York and Berlin.

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