ETIHAD AIRWAYS PARTNERS WITH JIMMY CHOO

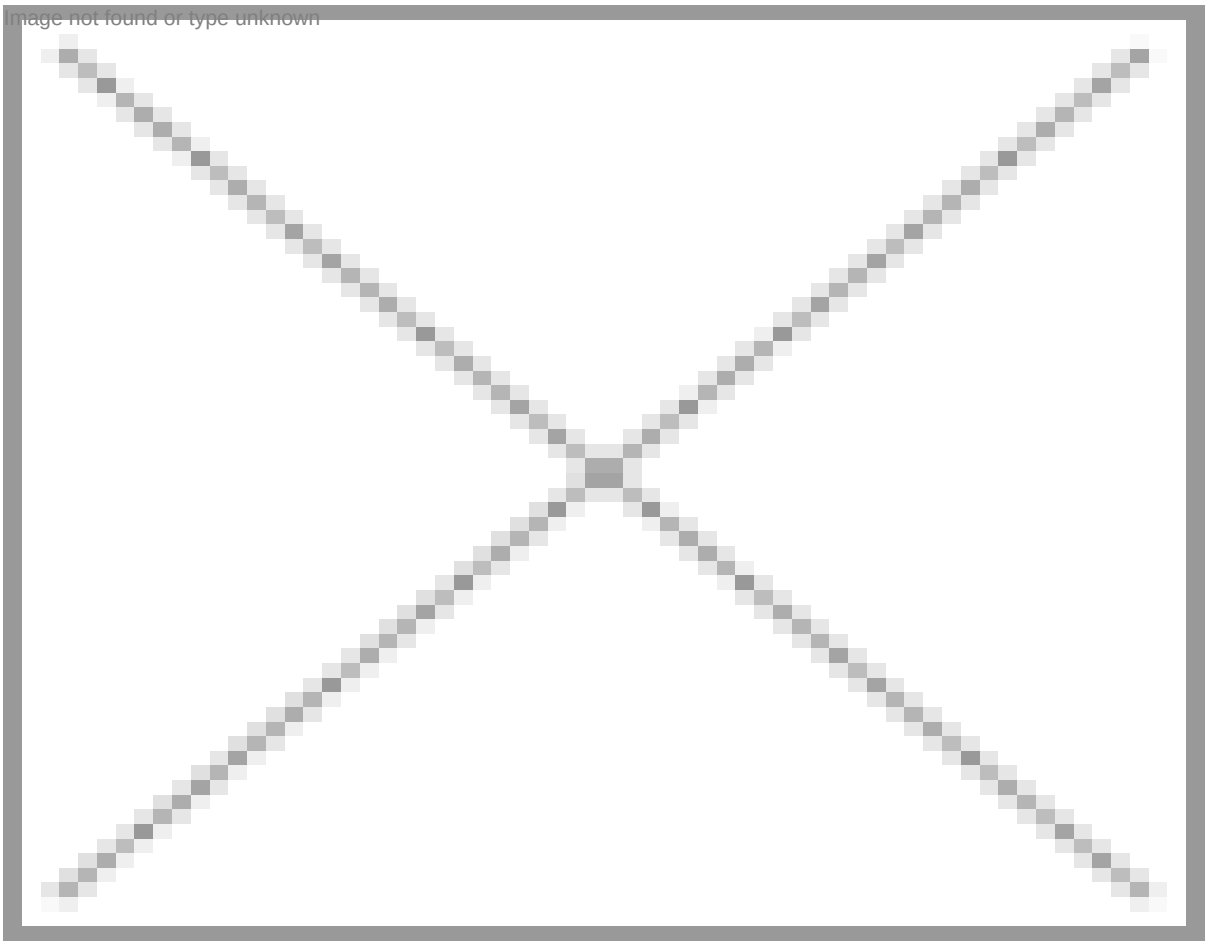
News / Airlines



As New York Fashion Week takes flight, collaboration launches with an exclusive 20th Anniversary event and high-profile exhibition at New York Fashion Week

Supermodel Amber Valletta unveils airline's special A380 aircraft livery featuring "NYFW: The Shows" logo and Jimmy Choo campaign on board.

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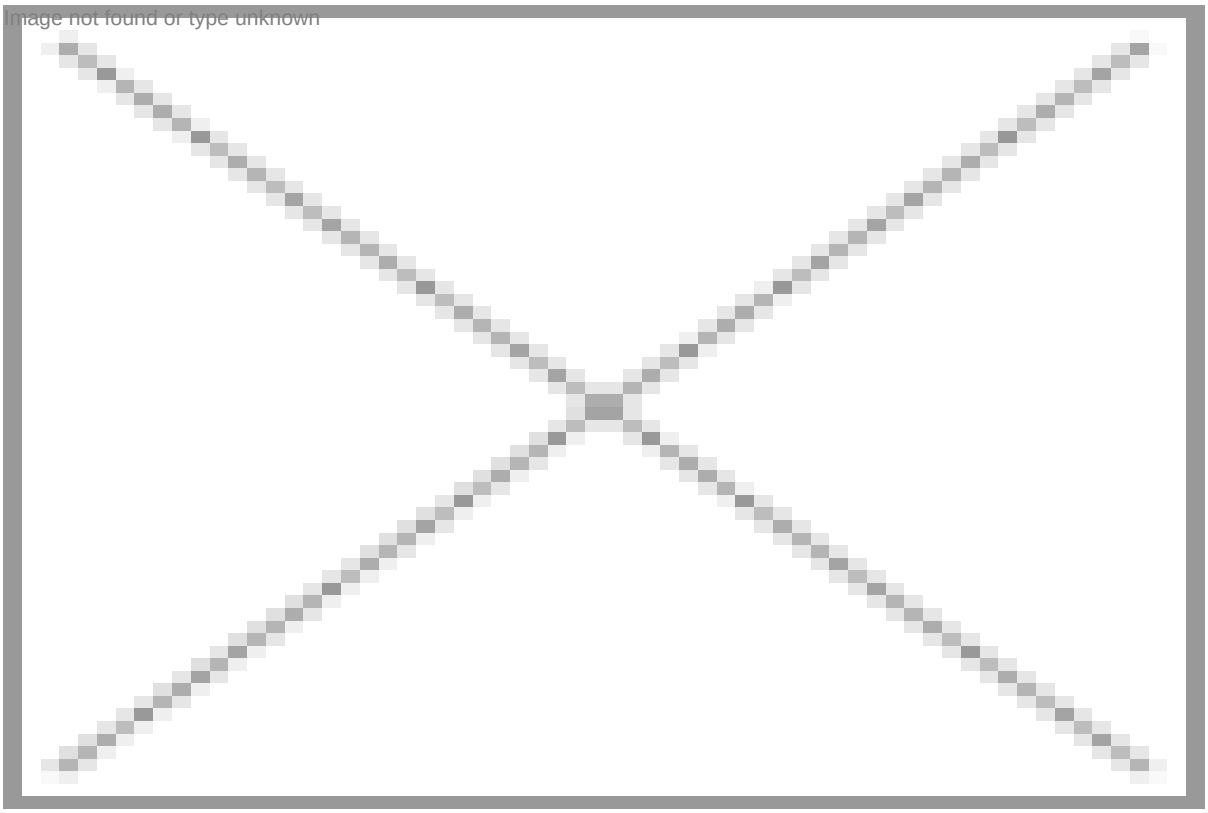
Etihad Airways, the national airline of the United Arab Emirates and the official airline of New York Fashion Week, announced the extension of its commitment to the global fashion industry by collaborating with iconic luxury brand Jimmy Choo. The award-winning airline is celebrating the world-renowned designer's 20 thAnniversary with events at John F. Kennedy (JFK) International Airport and in New York City.

As part of the celebration, Etihad Airways served as a supporting partner of Jimmy Choo's VIP event hosted by the international models featured in the 20th Anniversary campaign including Amber Valletta, Milla Jovovich, Sasha Pivovarova, Lexi Boling, Taylor Hill, Jasmine Tookes and Xiao Wen Ju. Highlights of the event included the unveiling of the brand's 20th Anniversary campaign video featuring the models and a live musical performance by Mary J. Blige.

"Jimmy Choo has been revered by the global jetset for two decades, so it is fitting that Etihad Airways partners with the iconic brand, which shares similar ambitions – to provide the ultimate in elegance, sophistication and comfort," said Patrick Pierce, Vice President of Sponsorships.

"Our aspiration is to become the airline of choice for the global fashion community, and our collaboration with Jimmy Choo serves as a natural extension of our fashion week alignment, particularly during New York Fashion Week," added Pierce.

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On the fashion runway, Etihad Airways is hosting a VIP lounge with WME | IMG and Jimmy Choo at Skylight at Moynihan Station, one of the main venues for the shows throughout New York Fashion Week, from September 8 through 15. The lounge features a retrospective of the 20 most iconic Jimmy Choo shoes from the past 20 years, as curated by the brand's Creative Director,Sandra Choi, and imagery from the Anniversary campaign, shot by Craig McDean. Along with the airline's world-class cabin crew, the lounge will act as a hub for Etihad Airway's signature hospitality and will feature imagery from the airline's uniform campaign shot by Norman Jean Roy. Italian furniture company Poltrona Frau, the airline's exclusive onboard partner for luxury leather upholstery in The Residence, First and Business classes, are featured within the lounge. In addition to the brand's sofas, the display will include armchairs designed by Peter Marino, all featuring the top quality leather for which Poltrona Frau is known worldwide.

An Etihad Airways Atelier is located in the main entrance of the Jimmy Choo VIP lounge, where guests are invited to have their initials monogrammed on a luggage tag onsite. Each accessory comes with a custom insert highlighting the Etihad Airways' guest experience.

On the airport runway at JFK International Airport, Amber Valletta unveiled an Etihad Airways A380 livery with the "NYFW: The Shows" branded logo on the aircraft's engines and door, along with prints by Jimmy Choo, which are prominently displayed on board in "The Lobby" of the aircraft, located on the upper deck between the First Apartments and Business Studios.

The Jimmy Choo 20th Anniversary celebration will continue with Etihad Airways during London Fashion Week and in Abu Dhabilater this year.

This collaboration follows an announcement made in April 2016 of the airline's comprehensive global agreement with WME | IMG as a long-term partner of the fashion industry, connecting the airline with the fashion capitals of the world. New York is the latest stop in the sponsorship, which supports 17 fashion week events worldwide annually. It follows the airline's recent participation at Lakmé Fashion Week in Mumbai, and shows in London and Milan will follow next month.

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The airline began flying between New York and Abu Dhabi in October 2006 and currently offers twice-daily service between the two cities on an Airbus A380 and Boeing 777-300ER aircraft but will transition to operating an all A380 service in June 2017.

Etihad Airways and the airline's A380 experience, which features The Residence by Etihad™, the only three-room suite in the commercial skies, have become synonymous with world-class design, luxury and innovation. On board the A380, the airline's world-class cabin crew includes Savoy-trained Butlers dedicated to The Residence, highly-skilled Inflight Chefs in First Class, Food and Beverage Managers in Business Class and Flying Nannies trained at the famous Norland College in Economy Class.

Etihad Airways opened a new First and Business Class lounge at New York's JFK International Airport in December 2015, marking a significant investment in further improving the ground experience for its guests. Conveniently located immediately after the security checkpoint in Terminal 4, the new lounge embodies the highest levels of luxury and comfort for discerning travelers.

New York Fashion Week is the second major partnership for Etihad Airways in New York following its principle partnership with the New York City Football Club.

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