PENHALIGON TAKES TO THE SKIES WITH BRITISH AIRWAYS

News / Airlines

London perfumer Penhaligon's will be filling the air with fragrance, as it takes to the skies with British Airways on the airline's most exclusive jet to New York for a month.

British Airways customers flying on the luxury 32-seat jet between London City and New York will receive a complimentary full size bottle of Penhaligon's unisex perfume in a gift bag, and the cabin crew will also be serving a signature cocktail created by the Cocktail Trading Company, inspired by the indulgent ingredients captured in Penhaligon's bottles.

Sara Dunham, British Airways' head of marketing, retail and direct channels said: "Customers on our Club World London City flights to New York are already treated to an incredible private-jet style experience.

"Offering our customers the chance to further indulge with perfumes and cocktails is a fantastic

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way for us to celebrate in style with our customers, during the Big British Airways Take Off."

The partnership, which will run until the end of September, has been timed to mark the opening of Penhaligon's very first store in the United States, which opens in New York on September 16th and the 'Big British Airways Take Off,' which includes great value fares on many routes to the US, including the airline's flagship route to New York.

Lance Patterson, Penhaligon chief executive, said: "As one of the oldest British Perfume houses, we are thrilled to partner together with British Airways to enhance the ultimate flying experience.

"We will be surprising customers with one of Penhaligon's iconic fragrances and we have also created a very special cocktail to be served on British Airways' most exclusive flight to New York to celebrate our own flagship store due to open in Rockefeller Centre this September."

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