

Home > about-us > press-releases > oman-air-announces-addition-roja-perfumes-its-exclusive-board-portfolio

Oman Air Announces The Addition Of Roja Perfumes To Its Exclusive On Board Portfolio

Date: 03 April 2017



Oman Air, the national airline for the Sultanate of Oman, will be adding to its exclusive portfolio of on-board products with a brand new collaboration with Roja Perfumes exclusively available to First and Business Class guests. These exquisite perfumes will join an impressive arrange of hand-picked cosmetics, perfumes and accessories available on Oman Air. On a special event under the patronage of His Highness Sayyid Hamad Bin Thuwaini Al Said, the new perfume, 'Amber Aoud' from Roja, was inaugurated on March 22nd and attended by distinguished guests as well as media representatives, together with senior officials from Oman Air and Muscat Duty Free.

Abdulaziz Al Raisi Executive Vice President, Product and Brand Development said: "Oman Air is delighted to be able to offer our guests the opportunity to buy the exclusive Amber Aoud perfume from Roja. The brand is an excellent fit with our own quality product, having carved out a niche for itself as being one of the finest perfumes available. Here at Oman Air we work very hard to ensure that we are providing our guests with the absolute best and that which encompasses every detail of their on-board experience including the products that we sell on our aircraft." Oman Air Sinbad Gold, Silver and Blue members who purchase Roja Parfums onboard will receive an exclusive discount of 10%, 7% and 5% respectively.

Roja Perfumes, created by English born Roja Dove in 2001 are famous for using only the best quality materials and have established themselves as the finest perfumes in the world. The perfumer Dove is renowned for having one of the world's most famous noses.

Each Roja Parfums flacon is hand finished with bottles manufactured in France and made from only the purest and clearest glass. The gold detail on the glass is screen-printed by hand in England through a process that takes three days to complete.

Each perfume cap, the symbol of Roja Parfums, is set by hand using fourteen Swarovski crystals in a process that takes five days to finish. The scents are only available in some of the world's finest department stores, including London's famous Harrods.

Oman Air's Product and Brand Development team is highly trained in selecting each individual product available on board the airline. A great deal of care and in-depth research is undertaken to ensure that they reflect the award-winning standards of the airline and Oman Air's unique personality and on-board service are enforced.

For more information log into www.omanair.com

Source URL:

<https://www.omanair.com/about-us/press-releases/oman-air-announces-addition-roja-perfumes-its-exclusive-board-portfolio>