

A TRAVELLER'S GIFT

Etihaad Airways takes the UAE's wealth of tradition to the sky

THE WORLD IS ALREADY AWARE OF ABU DHABI'S emergence as a dynamic destination for business and leisure. Now Etihad Airways has launched new amenity kits that will ensure travellers around the globe experience the rich heritage and artistry of the Emirati people.

Working in partnership with Sougha – a social enterprise launched by the Khalifa Fund for Enterprise Development which aims to preserve Emirati traditions and promote local artisans – Etihad Airways has introduced a limited edition range of amenity kits for its Diamond First, Pearl Business and Coral Economy guests, featuring the patterns of Sadou, a colourful, centuries-old Abu Dhabi weaving craft.

Weaving has a long history in the UAE with Emirati women using palm leaves, fronds, animal skins and textiles for

everything from tents and clothing to containers for dates and water. The patterns on Etihad's new amenity kits are all based on designs traditionally used on blankets, cushions and Bedouin tents.

Sougha means "a traveller's gift" in Arabic. And the Sougha initiative seeks out skilled local men and women across the UAE, giving them opportunities to improve their technical and entrepreneurial skills and to find new markets for their craft.

Visit www.sougha.ae to learn more, including where to purchase authentic handmade Sougha products and contribute to the preservation of Emirati heritage. A limited number of Sougha products are also available in Boutique, our inflight shopping magazine. 🌱



WEAVING HAS A LONG HISTORY IN THE UAE WITH
EMIRATI WOMEN USING PALM LEAVES, FRONDS, ANIMAL
SKINS AND TEXTILES FOR EVERYTHING
FROM TENTS AND CLOTHING TO CONTAINERS
FOR DATES AND WATER