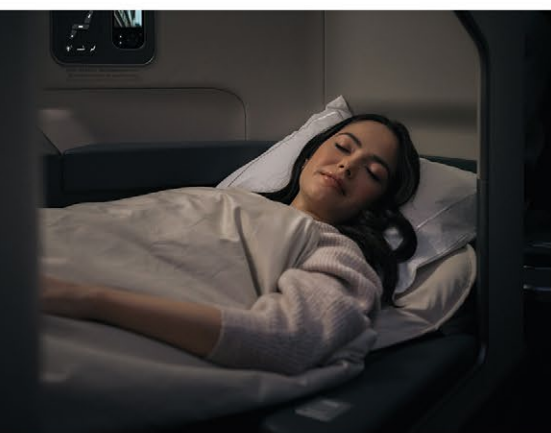


LET YOUR SENSES *Guide You*

In collaboration with
Cathay Pacific



We all know that travel is much more than simply the destination – the journey is every bit as important.

Whether you're flying for business or for pleasure, every act of travelling is a new exploration, opening you up to new sights, sounds, smells and flavours that are intriguing and disorientating all at once.

Cathay Pacific believes that the sensory experience of travelling should start at the very beginning, as an intrinsic part of the journey, as soon as you step onboard your flight. That's why they've brought with them a range of new, specially curated choices for their Business Class passengers.

For a more premium flight experience, Cathay Pacific has partnered up with luxury English lifestyle brand Bamford to create a holistic approach to wellness and sustainability during travel. The new range of products, which include Bamford-branded bedding and an upgraded amenity kit, will help passengers get the

best night's sleep in order to arrive energised at their destination. Expect luxurious soft products that are normally found in a hotel – velvety mattress, slippers and even an enlarged eyemask to ensure passengers get the sleep they need.

As for the parts of the flight where the Business Class passenger will be awake, Cathay Pacific have prepared a new dining and service concept, serving up a range of elevated cuisines and choices. Passengers will be delighted with the many new options such as Hong Kong flavours, wellness meals and a refreshed breakfast service.

Fly with Cathay Pacific, and you'll never have to travel in distress again. The journey starts before you even take off onboard the enhanced Business Class – just relax, and let your senses guide you.

For more information about Cathay Pacific's newest offerings, visit
cathaypacific.com



Lean back, relax and unwind.
Discover authentic flavours,
and delicate fragrances.
Aboard the enhanced Business Class
from Cathay Pacific.

LET YOUR SENSES
GUIDE YOU

www.cathaypacific.com