



LATEST CATHAY PACIFIC LOUNGE FOCUSES ON AT-HOME COMFORTS

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Cathay Pacific Airways has opened a **new lounge** for passengers traveling out of Taiwan Taoyuan International Airport, with a special focus on personal **comforts** to help First and Business class travelers feel **at home**.

Designed by Studioilse, the London-based design studio led by Ilse Crawford, the Taipei lounge is marked by understated elegance with soothing neutral tones and natural materials, including cherry wood and limestone.

As the airline describes it, “The overall feeling of the lounge is of a domestic space, more like a living room than an airline lounge. Designer furniture and lighting have been carefully selected for practicality and comfort.”

To enhance personal comfort, Cathay has introduced a new Solo Chair in this lounge. This spacious seat has high partitions on either side for extra privacy, and room to curl up with a good book. Each chair features a personal side table, reading lamp and coat hook.

Cathay Pacific has also focused on comfort foods which complement the at-home-on-the-road Cathay brand experience.

The newly opened lounge at Taipei includes the airline's signature Noodle Bar, which offers a selection of noodle soups, including Wonton Noodle soup, Dan Dan Noodle, authentic Taiwanese Beef Noodle soup, as well as Taiwanese favorites such as Minced Pork Rice and Bubble Milk Tea.

For passengers who want quick and light comfort fare, the airline offers a Food Hall, which serves cold cuts, cheeses, salads, fruits, desserts and tapas.

Freshly blended cocktails and a variety of non-alcoholic beverages are served at the Bbar.

This lounge is a natural continuation of Cathay's holistic brand experience, which focuses on setting a comfortable mood for weary passengers, from the ground up.

Speaking to Skift earlier this year, Toby Smith, General Manager, Product, Cathay Pacific, [explained that the airline tailors its experience to satisfy customers wishes through four core brand design principles](#), all reflected in the design of this new lounge.

"Considered simplicity is one of our four brand design pillars," he said. "The others are contemporary Asia, heartfelt warmth, and joy of discovery."

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