



01

**01 Travelling in style**

Qatar's award-winning kits feature reusable skincare products by Castello Monte Vibiano Vecchio, housed in travel bags crafted by luxury Italian brand Bric.

These are available to both first and business class passengers. The women's bag, in black or red, turns into a cross-body bag with an adjustable strap, while the men's bag, in mustard or navy, doubles as a washbag.

Business-class kits contain lip balm, hydrating facial mist and anti-ageing cream, while first-class passengers get a night recovery cream, as well as a Bric spectacle pouch and hairbrush.



04



05

# TREND WATCH

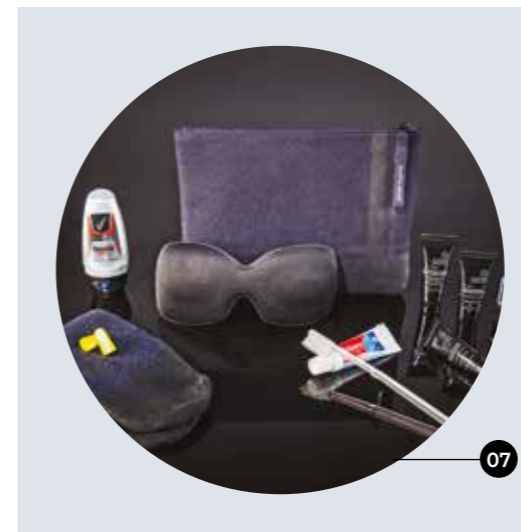
When a passenger is travelling halfway across the world, an airline amenity kit can be a great source of comfort, helping them come out on the other side looking and feeling as good as when they stepped on.

**Melissa Moody** explores the options

**02 Pampered & prepared**

SWISS has teamed up with Victorinox for its business class kits and Bally for first class. For business class, six different kits have been created, each designed to be reusable. For long haul flights from Switzerland, there is a passport holder in addition to a toiletries bag, while passengers flying into the country will be offered a stylish metal tin.

Along with essentials such as sleep masks and socks, the first-class kit has La Prairie cosmetics. Ladies will also find a brush and vanity kit, while a shoehorn and comb complete the men's edition.



07



06



02



03

**03 Cream of the crop**

Air France long-haul offers premium economy passengers a kit including headphone protectors, ear plugs, socks and a sleep mask in a stylish padded bag. Business class customers also enjoy Clarins gel cream and hand cream, a microfibre wipe, shoehorn and mints.

The carrier's La Première amenity kits are gift boxes for passengers to take away. With a leather-look designer finish, they include body and facial care treatments such as eye cream and hand serum from Carita, a pen and a comb.

**04 Fun in the clouds**

Young travellers on Air France get their own kits. For ages 3- 11 with a pre-ordered kids' meal, children will receive a pastel-coloured metal box with paper Solitaire and Sudoku games, 36 magnet game pieces, an activity booklet, a postcard, colour pencils and plane-shaped paperclips.

Babies aren't left out either, as infants up to 23 months in the La Première business and premium economy cabins receive a "feeding bottle bag" with a bib, adapted spoon, comforter, nappy and two Mustela baby products.

**05 Covering all bases**

American Airlines has teamed up with leather accessory company This is Ground for the design of its first and business class kits on long-haul flights, which include skincare products from Allies of Skin, a pen, tissue pack, mints, a credit card pouch and a discount code for the products.

For transcontinental business class, passengers receive kits designed by LA-based shoe company Athletic Propulsion Labs, with skincare products from Zenology, an oversized eye mask and added FlyFit hydration pack.

**06 Reducing waste**

Finnair has unveiled a range of eco-friendly amenity kits for its business class passengers.

Continuing its partnership with design house Marimekko, the kits include products from skincare brand L:A Bruket, a bio-plastic toothbrush and slippers made from recycled PET plastic bottles.

The kits have a cardboard band with a QR code that customers can scan to discover what has inspired the unique patterns.

The cardboard wrapping means Finnair will reduce plastic waste by almost 4,500 kg a year.

**07 Artistic flair**

Qantas has teamed up with Australian artists, photographers and digital influencers to feature their work on international business class amenity kits.

The initiative, Qantas Curates, showcases artwork from 16 of the country's creative leading lights in a variety of styles including pop culture, photography, fine art, abstract landscape indigenous art and textile design.

The amenity kits include ASPAR products by Aurora Spa and a wrap-around eye mask in the same artwork as the kit.