

Malaysia Airlines' comfort and more for sale

This is a special feature from *PAX International's* April 2021 [Amenities & Comfort digital edition](#).



The Malaysia Airlines Business Class kit available for sale in Temptations

In the past, the onboard amenity kit has been a well-known keepsake for passengers traveling in the front cabin, a way to remember a trip that for many is a rare occasion to experience the finest luxury an airline can offer.

However now, with the need for greater ancillary revenue more important than ever, airlines are looking in many directions, and finding solutions in some interesting places.

For Malaysia Airlines, the idea for expanding its for-purchase offerings had a partial start in direction with a product much more humble.

“Following the overwhelming response to Malaysia Airlines’ signature salted peanuts recently, this latest initiative offers customers a taste of premium Malaysian Hospitality inflight experience especially to those who miss flying with the airline,” said a March release from Malaysia Airlines.

When a travel ban was in place at the height of the COVID-19 pandemic, the airline began offering its salted peanuts in a gift box and in packs of 10. According to reports the treat sold out in less than two hours. Another well-known snack that this been flying with the airline since the early 70s is now also for sale in selected parts of the country. Its [signature satay](#) is now available in chicken or beef in

frozen packages of six.

Peanuts, satay and other luxury cabin products can be found in Temptations, the airline's flagship retail store for limited-edition merchandise and duty free products. Shopping can be done through the Malaysia Airlines website and downloadable app.



Malaysia Airlines employee Agnes Yap with is part of the MHArtisans program

Heading the list of comfort offerings for sale is the airline's amenity kit of leather manufactured by [Aspinal of London](#). Among the brands in the kit are skin and body product from [PAYOT](#). The kit sells on Temptations for RM99 (US\$24). Also found in the Business Class cabin and for sale in Temptations are a duvet festooned with Malaysia Airline's logo for sale at RM110 (US\$26). The duvet can be paired with the airline's Business Suite pajama set selling for RM119 (US\$29). The pajama set comes with eye mask, socks and slippers packed in a reusable tote bag.

Another recent addition to the airline's line is a selection of specially handcrafted products by

employees of the airline launched under the name MHartisans. Initial offerings include a line of handcrafted dolls and aviation memorabilia. One product is a “kabaya girl” developed by Agnes Yap, a graphic designer who joined Malaysia Airlines as a flight attendant. Wesley Anak Juntan a cabin crew member since 2010 is offering three doll creations, a Sarawak, Sabah and Kabaya Girl doll wearing the airline’s distinctive onboard uniforms.