
BA to board comfort items from The White Company

By **Hibah Noor** on July, 5 2017 | Catering



British Airways this week announced its partnership with the luxury lifestyle brand, [The White Company](#).

The British retailer will supply bedding and amenity kits in [Club World](#) as part of the airline's £400 million (US\$500 million) customer investment plan. Later this year, passengers traveling in Club World between Heathrow and [New York](#) JFK will be given a new day cushion, which will double as a lumbar support when working or relaxing on board.

Exclusively for British Airways, The White Company has also designed a bespoke, soft large pillow and white cotton pillowcase.

Passengers will also be given a super-soft woven blanket with satin trim and a specially developed luxury duvet, as well as a padded mattress cover giving an extra layer of comfort. The new bedding from The White Company will then be phased in across British Airways' other long-haul routes.

The new Club World amenity kits come in a designed bag from The White Company and contain products from the retailer's 'Restore & Relax Spa Collection' as a super-soft jersey eye-mask.

Alex Cruz, British Airways' chairman and CEO, said: "Our investment in Club World has started and

we're kicking off by helping our customers sleep even better in the skies. Partnering with The White Company, another quintessentially British brand renowned for quality and style, is the first step in a multi-million pound investment for our premium customers."

The White Company opened its first international flagship store in New York last month at 155, Fifth Ave in the city's Flatiron district.

British Airways is also introducing a number of measures on board to maximize available shut-eye time for customers in Club World. Breakfast cards will also be given out so passengers can select if they wish to be woken for breakfast and if so, what they would like.

In the fall, a new restaurant-style premium dining service will begin in Club World, with display trolleys allowing customers to select dishes from a choice of freshly prepared starters and desserts served on beautiful new table settings.