

Avianca unveils INSIGNIA Business Class cabin design by PriestmanGoode



Avianca's INSIGNIA Business Class cabin designed by PriestmanGoode translates the airline's identity into a physical space

[Avianca](#) has unveiled the INSIGNIA Business Class cabin, designed by [PriestmanGoode](#), translating the airline's identity into a physical space that connects Latin America with New York, London, Paris, Madrid and Barcelona.

INSIGNIA by Avianca is the airline's Business Class experience aboard its 787 aircraft, representing the latest evolution of its premium offering. The updated cabin features a suite with a door and divider for greater privacy, a spacious table, 180-degree flatbed seats, and 4K high-definition screens and Bluetooth connectivity.

The cabin design draws on the same idea at the heart of the INSIGNIA brand mark: honoring the meeting point of earth and sky at the summit of a mountain, the symbol of elevation and refinement. This concept guides the atmosphere of the cabin, translating a sense of place and provenance into every surface passengers touch and see.

The color palette moves away from Avianca's punchy signature red toward a softer, more refined story suited to the cabin environment. Warm neutrals and a secondary monochromatic palette are grounded by rich earth tones, with the Avianca red reappearing as a considered accent rather than the dominant note. Metallic detailing in bronze runs throughout, adding warmth and a sense of quiet luxury.

Local craft and provenance shape every material decision, insights drawn directly from our immersion trip to Latin America as part of the design process. Textures inspired by straw work and traditional basketry appear across cabin surfaces, referencing artisanal techniques encountered firsthand, while

pattern work inspired by woven structures brings an architectural, hand-crafted quality to the space. The seat's dress cover stitching takes its cue from Colombia's skies, tracing the swooping form of the condor that anchors Avianca's own brand mark.

The redesign is built on a platform seat, fully reimagined through colour, material and finish (CMF) to deliver a flatbed with 180-degree recline. Four guiding principles shaped the work throughout: luxurious and unique, purposeful details, crafting modernity, and local provenance, ensuring the cabin feels distinctly Avianca while standing apart in the region.

Uniting craftsmanship, comfort and a sense of place, INSIGNIA reflects Avianca's heritage and contemporary vision, offering a Business Class experience that feels rooted, modern and genuinely its own, PriestmanGoode said.