

Muirhead unveils seat covers that speak to the senses



Jamie O'Donnell, Lead Designer at Muirhead

Building on the success of last year's Sensation collection, [Muirhead](#) has unveiled the next evolution of its people-first design approach: a collection tailored to the needs of blind and visually impaired passengers.

By integrating raised seat numbers, Braille-embossed safety instructions, and high-contrast colour palettes, Muirhead's new leather seat cover concepts demonstrate how materials and textures can help create a more accessible and inclusive onboard experience.

Jamie O'Donnell, Lead Designer at Muirhead, said: "Blind and visually impaired passengers deserve cabin interiors that empower them to travel with confidence and dignity. Thoughtful seat cover design plays a crucial role in making that possible."

By making design choices that reflect the needs of blind travellers, airlines can create a more intuitive and comfortable experience for everyone - enhancing accessibility without compromising on style or quality.

Thoughtful design

The latest edition to Muirhead's Sensation collection builds on the supplier's expertise, proving that accessible seat cover design and premium aesthetics can go hand-in-hand.

For passengers with low vision, colour contrast is crucial. While cabin crew are usually on hand to

escort travellers to their seats, the new design concept encourages airlines to enable a more independent travel experience by making seat numbers and key cabin features easier to identify.

Inspired by last year's sensory-friendly design collection, Muirhead developed a colour palette that is both calming and practical. High-contrast colours help visually impaired passengers distinguish between seat areas and navigate the cabin aisle with confidence.

Using high-contrast digital print, seat numbers on headrests and literature pockets remain visible in different lighting conditions. These adjustments do not just benefit visually impaired travellers – they can help any passenger find their way more easily.

The new Sensation collection features embossed seat numbering integrated directly into the seat cover, allowing passengers to identify their row and seat through touch alone.

To further enhance accessibility, Braille safety instructions have been embossed onto leather literature pockets, providing vital information in a format that many blind passengers can access independently. The Braille instructions were transcribed for Muirhead by students from the Royal National College for the Blind.

Material innovation

The 2025 Sensation collection incorporates unique design elements that enhance both comfort and accessibility. The embossed – rather than top-stitched – dress cover reduces potential irritation and ensures a smoother, uninterrupted surface. Meanwhile, textured seat bolsters provide a reassuring touchpoint for passengers, offering both functional and sensory benefits.

Muirhead's in-house embossing and digital printing capabilities allow these features to be seamlessly integrated into the seat cover.

Muirhead's latest Sensation collection will be on display at Booth 6E95 at [AIX 2025](#) to give visitors a chance to experience the benefits of the people-focused seat covers firsthand.