

PriestmanGoode and LATAM unveil Premium Comfort seat design



A first look at LATAM's new Premium Comfort cabin.

[PriestmanGoode](#) has unveiled its latest collaboration that is still in development with [LATAM Airlines Group](#): the new Premium Comfort cabin. Set to launch in 2027 across the airline's 787 fleet, this new class of travel aims to redefine the onboard experience for long-haul passengers, delivering greater comfort, privacy, and an elevated sense of wellbeing.

Designed by PriestmanGoode in close collaboration with LATAM, the new Premium Comfort cabin reflects a design narrative that celebrates South America as a land of plenty, rich in culture, colour and topography. Every detail is carefully considered, from the form of the seat to the materials and finishes that surround the passenger.

"We are incredibly proud to continue our longstanding collaboration with LATAM, helping them elevate the customer experience through design that is both meaningful and memorable," said Maria Kafel-Bentkowska, Associate Director of CMF at PriestmanGoode. "This new Premium Economy seat is inspired by the narrative developed by PriestmanGoode for the next generation of LATAM's onboard products, celebrating the richness of South America. The color palette, drawn from the region's natural mineral hues and forms that echo the sand dunes and mountainous landscapes, creates a deeply rooted and immersive aesthetic. All of this is underpinned by both LATAM's and PriestmanGoode's commitment to selecting and designing with the most environmentally responsible materials available."