

American Airlines celebrates 100 years with limited-edition kits facilitated by FORMIA

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The vibrant orange lightning bolt of the Astrojet pouch recalls the optimism of the early jet age

Before a passenger settles into their seat, opens a menu, or slips on a pair of cozy socks, the details of the inflight experience quietly begin telling a story. This year, for [American Airlines](#), that story spans a full century of aviation.

In 1926, an aircraft departed Chicago bound for St. Louis. That flight marked the beginning of what would become one of the world's most recognizable airline brands: American Airlines.

One hundred years later, the carrier is marking its centennial with a series of commemorative touches—from multiple special 737 liveries to curated inflight dining, celebratory pajamas and a collection of limited-edition amenity kits.

Facilitated by [FORMIA](#), American Airlines' amenity kit supplier since 2018, the kits are designed to engage the senses and deepen the emotional connection to the journey.

"The centennial amenity kit is a centerpiece of our 100-year celebration and a tangible expression of how we are elevating the onboard experience from every angle," Rhonda Crawford, Senior Vice President of Customer Experience Design & Strategy at American Airlines, tells *PAX International*.

“Together with our special menus, celebratory touches in premium cabins and thoughtfully refreshed service elements, the kits help create a cohesive centennial journey that feels both commemorative and contemporary.”



Rhonda Crawford, Senior Vice President of Customer Experience Design & Strategy, American Airlines

Three eras, one story

Crawford describes the kits as “physical storytellers” in the cabin.

The collection draws inspiration from three distinct American Airlines liveries—Astrojet, Silverbird and Forward—each represented through color palettes, textures and design details. The result is a trio of pouches that place different chapters of the airline’s history directly in passengers’ hands while delivering a fresh, relevant experience.

The vibrant orange lightning bolt of the Astrojet pouch recalls the optimism of the early jet age.



Wilbert De Louw, Co-CEO, FORMIA

The Silverbird kit, distinguished by its iconic silver finish and tribar stripe, channels the refined glamour that shaped a golden era of air travel. The Forward era kit, with angled stitching echoing the airline's flight symbol and newest seat designs, represents American's modern design direction.

"The Forward era kit, in particular, embodies our future-focused mindset, mirroring design cues from our newest seats and our flight symbol," Crawford says.

These visual cues align with other centennial touchpoints across the passenger journey, from airport lounges and digital channels to onboard content and messaging.



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Designing a centennial

Translating the centennial story into a physical product that honors American's legacy without feeling too nostalgic or dated required close collaboration between the airline and FORMIA.

"A project marking 100 years of flight requires a deep level of trust and understanding between partners," says Wilbert De Louw, Co-CEO at FORMIA. "Our long-term relationship with American allowed us to work closely with their team to interpret key eras in the airline's history and translate them into a design that feels premium, contemporary and relevant for today's traveler. Being entrusted with such a significant milestone was both an honor and a huge responsibility."

"The goal was to honor those references while translating them into materials and finishes that feel premium and contemporary today," adds Michele Ragonesi, Senior Regional Director, Americas & Europe at FORMIA.

Each era's design language—colors, textures and patterns—evokes a distinct moment in American's history, while tactile elements such as soft leather textures, angled stitching and refined finishes create an immediate sense of quality.

"FORMIA's expertise in premium travel amenities helped us strike the right balance between collectability and everyday usability," Crawford shares. "The result is a trio of kits that feel like keepsakes yet are practical and relevant for today's traveler—perfectly reflecting our brand's blend of heritage and forward momentum."

Designed for today's traveler

While the design reflects American's history, the contents focus firmly on the modern passenger.

“[Passengers] are looking for thoughtful design, quality materials and products that support their well-being throughout the journey. For the centennial kits, that meant elevating the bags themselves to feel like lifestyle accessories, designed as keepsakes that passengers will want to keep and reuse long after their trip,” Ragonesi says.

Across cabins, the kits include comfort items designed to help passengers relax and refresh. Passengers in Flagship First & Flagship Suites Preferred will find new [Joanna Vargas](#) cosmetic sheet masks and under eye patches in the kits, while Flagship Business & Flagship Suites will also receive the newly added under eye patches with the current amenities.

“The inclusion of Joanna Vargas skincare — from facial mists and masks to eye patches and lip balm — reflects the growing importance of premium, purposeful products that help passengers rest, refresh and feel their best in flight,” Ragonesi explains.

Special-edition centennial socks and eyemasks are included in all kits, adding another commemorative touch to the onboard experience.



The Silverbird kit, distinguished by its iconic silver finish and tribar stripe, channels the refined glamour that shaped a golden era of air travel

Looking to the next century

As American Airlines celebrates its 100-year journey, the centennial kits give passengers a tangible connection to the eras that shaped the airline’s identity.

“The centennial amenity kit is both a celebration and a signal of where we are headed. By revisiting our heritage through a modern lens, we are reinforcing American’s identity as an airline that has always pushed the industry forward—and will continue to do so in its second century,” Crawford says.