

FORMIA brings amenity kit collaboration to American Airlines

FORMIA has announced a collaboration with [American Airlines](#) to introduce new onboard amenity kits for premium cabin customers in partnership with [Shinola](#) and [D.S. & Durga](#).



"Travel has the power to create lasting memories and connect us with the world, but the spirit of travel doesn't have to stop when the journey is complete," reads the American press release.

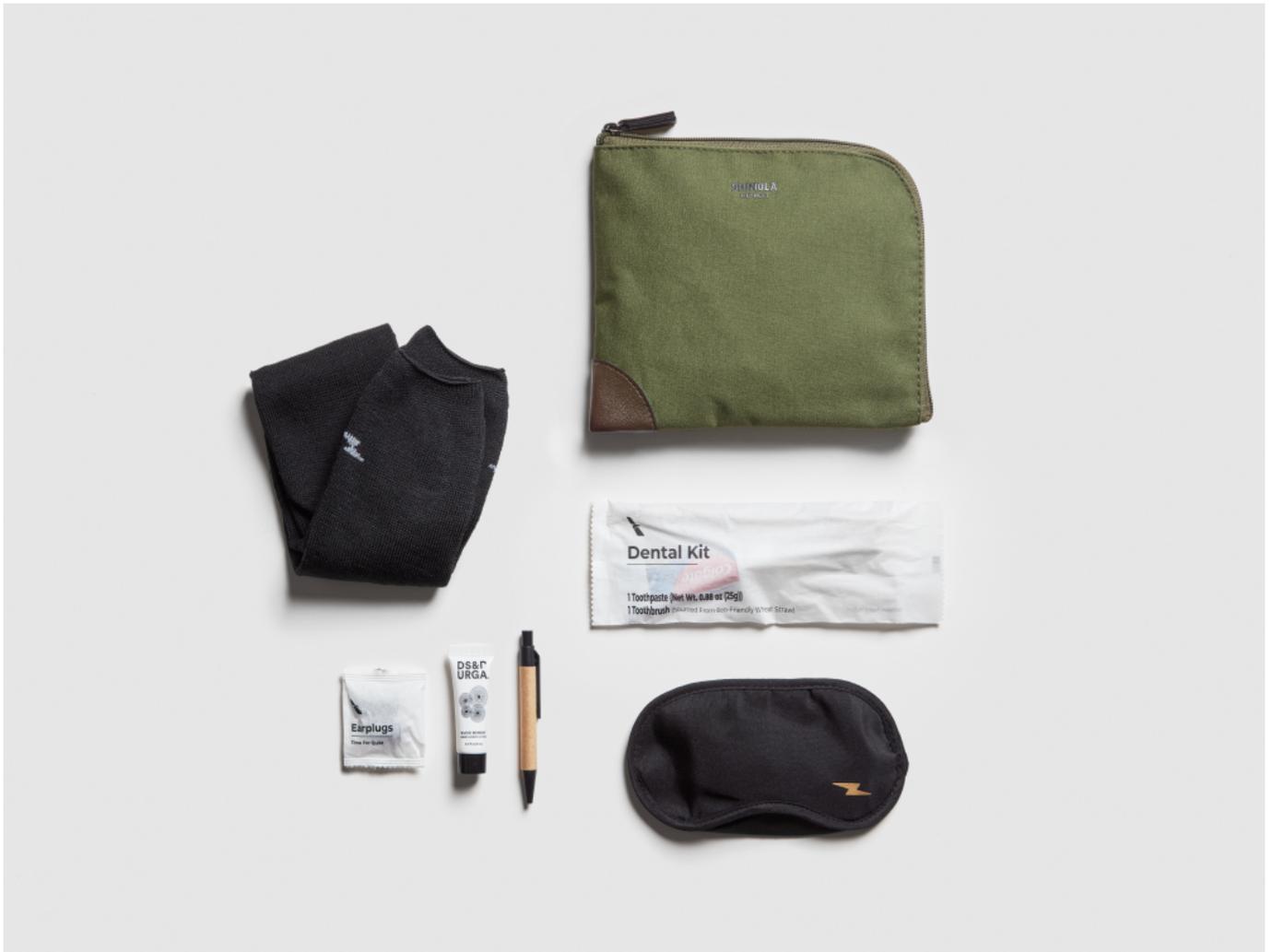
The kits will begin rolling out on flights between US and London, and then other long-haul international and transcontinental flights throughout the summer.



Flagship First

The amenity kits are designed to help keep memories of customers' travels top of mind, even when they are not flying. Founded in Detroit, Shinola is a luxury design brand with an unwavering commitment to crafting products that are built to last, including world-class watches and premium leather goods. The amenity kit bag was designed exclusively for American to get customers from place to place in style, while also offering the functionality to be repurposed post-flight to collect keepsakes or organize essentials for future journeys.

Brooklyn, New York-based D.S. & Durga are perfumers known for "transportive fragrances" with rich narratives. The amenity kits include aromas Rose Atlantic and Radio Bombay in lip balms and lotions. Rose Atlantic is inspired by summers on the New England coast with aromas of wild rose and the salty sea. Radio Bombay is described by the perfumers as, "a journey to the ol' days of Mumbai as 'hot copper tubes warm the soft wood releasing the blooms of musk, cream, peach, ambrette, coco and cedar distillates,'" reads the release.



Flagship Business

The amenity kits include personal care items wrapped in sustainable packaging. As of May 10, the bags are available to premium cabin passengers on long-haul international and transcontinental flights operating between the United States and London ([LHR](#)). This includes service to LHR from Dallas-Fort Worth ([DFW](#)); Miami ([MIA](#)); Chicago ([ORD](#)); Los Angeles ([LAX](#)); Charlotte, North Carolina ([CLT](#)); New York City ([JFK](#)); Philadelphia ([PHL](#)); and Seattle ([SEA](#)). The kits will roll out across other long-haul international and transcontinental flights throughout the summer.



Premium Economy

“American often seeks brands that are rooted in creativity, especially those that celebrate travel before, during and after the actual journey,” said Clarissa Sebastian, Managing Director of Premium Customer Experience and Onboard Products. “D.S. & Durga and Shinola underscore what we value in our partners at American — the ability to inspire connection with people or places that matter and experiences that enrich us.”

“We are delighted to have brought together three strong brands to create a partnership that will give American Airlines’ passengers a truly unique and purposefully designed kit to take home and re-use,” said Roland Grohmann, CEO & Managing Partner of FORMIA. “We pride ourselves in curating meaningful products and experiences to enhance the customer journey and beyond, and are excited to support the launch of this industry-leading collection.”

Mad Dog desk clocks by Shinola

As an extension of the partnership, Shinola is creating a desk clock featuring a dial made entirely from the original metal of American’s iconic, but now retired, fleet of McDonnell Douglas MD-80 aircraft. The MD-80s were the long-time backbone of American’s fleet, carrying customers on life’s journey for more than 35 years before it was retired in 2019. Each dial is unique and bears small markings from the aircraft’s decades of service. Clock dials are hand-cut and repolished under the watchful eye of Moto Art in California, with final assembly in Shinola’s Detroit factory.



American Airlines vintage logo desk clock by Shinola

Shinola is creating a limited 1,000 desk clocks, with two options: an MD-80 desk clock with a [vintage American Airlines logo](#) or [without the logo](#). Additionally, later this summer, Shinola wall clocks will be featured in select Admirals Club lounges.