

American Airlines introduces Raven + Lily amenity kits with Joanna Vargas skincare



Raven + Lily amenity kits for American Airlines featuring products by Joanna Vargas

Designed in collaboration with ethically sourced leather goods brand [Raven + Lily](#), [American Airlines](#) is launching limited-edition amenity kits for premium cabin passengers on select international and transcontinental flights. These kits, which begin flying later this month, feature an array of upgraded contents to reflect a new chapter in American's ongoing commitment to an elevated travel journey.

The amenities in each kit include eye masks and socks, as well as — for the first time across all premium cabins — skincare products exclusively from celebrity facialist [Joanna Vargas](#), bringing her signature natural, plant-based formulas to travelers.

Artisan-inspired design crafted for travel

Raven + Lily, an Austin-based lifestyle brand, offers timeless designs crafted in collaboration with women artisans across the globe. Rooted in nature and driven by a commitment to sustainability and functional beauty, Raven + Lily has brought its signature ethos to the skies, designing reusable amenity kits that marry style with practicality.

Each cabin features a distinct design:

- **Flagship® First and Flagship Suite® Preferred seats:** A navy blue crossbody bag inspired by Raven + Lily's best-selling Yami Backpack, featuring a hand-stitched kantha zigzag detail and a removable strap.

- **Flagship® Business and Flagship Suite® seats:** A sleek powder blue and navy pouch with a removable, thoughtfully designed, kantha-stitched wristlet strap.
- **Premium Economy:** A structured magnetic leather pouch in navy or orange, designed to double as a sunglass case.

“Every product we create at Raven + Lily is made with purpose, blending beauty and function,” said Kinda Lincoln, CEO of Raven + Lily. “Designing these amenity kits for American Airlines allowed us to bring that same thoughtfulness to travelers around the world. These are pieces meant to be reused, loved and carried well beyond the flight.”

Skincare curated by Joanna Vargas

Known for her plant-powered skincare, Joanna Vargas brings a refined touch to the onboard experience, American said in its press release. Each kit includes a selection of her travel-friendly essentials, including hand and body lotion and moisturizing lip balm, formulated to hydrate and refresh throughout the journey.

Inspired by nutrition and backed by science, these products are designed to support radiant, healthy skin from departure to arrival.

These limited-edition kits also feature enhancements and new products to improve comfort and utility:

- **Flagship® First and Flagship Suite® Preferred seats:** Premium oshibori towel, upgraded oversized eye mask and crew socks
- **Flagship® Business and Flagship Suite® seats:** New refreshing towelette, upgraded eye mask and crew socks
- **Premium Economy:** Microfiber cleaning cloth for glasses and devices

“These amenity kits are more than just a travel essential — they are an elevated part of the journey,” said Heather Garboden, American’s Chief Customer Officer. “Our partnership with Raven + Lily allowed us to bring beautifully designed, purpose-driven bags on board that customers will enjoy in the air and on the ground. From the quality of the materials to the curated skincare and comfort items inside, every detail was chosen with intention and care. This is part of our larger commitment to delivering a premium and comfortable experience for our customers — and we are just getting started.”