

American Airlines puts personal stamp on centennial celebration



The amenity kit with personalization

Attendees at [last night's IFSA Global EXPO Opening Networking Reception](#) picked up a little extra baggage worth taking home: a keepsake amenity kit from [American Airlines](#), personalized with their initials to mark the airline's 100th anniversary.

Attendees could choose from three colorways inspired by the limited-edition centennial kits American introduced earlier this year. Each nods to a distinct livery from the airline's history: Astrojet (blue), Silverbird (grey) and Forward (red). With custom embossing available at the networking event, a piece of American's story became a personal souvenir.



Attendees put pen to paper with their preferred initials before embossing artists put the finishing touch on their personalized amenity kits

“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, told *PAX International* in an [April interview](#) discussing the launch. “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.”



Artists added the personalized monogram to the bags

At the reception, getting a kit personalized required only a little paperwork. Attendees wrote their preferred initials on a slip, then the embossing artists got straight to work. The goodies went well beyond the monogram. Each pouch contained socks and an eye mask featuring the centennial logo, a dental kit, ear plugs, and a [Joanna Vargas](#) hand towel, hand and body lotion, lip balm and under-eye patches.

For an industry gathering focused on the passenger experience, the kits brought a simple idea to life: a small personal touch can make a lasting impression.



American Airlines flight attendants presented the monogrammed keepsakes