

Brussels Airlines creates "boutique hotel in the air" with onboard upgrades



The amenity kit created by three female Belgian creatives

[Brussels Airlines](#) is introducing the concept of a “boutique hotel in the air” with personalized experiences for passengers from booking to inflight. The airline says passengers can expect high-quality and premium products onboard including upgraded catering services, amenity kits and hospitality accessories.

As the home carrier of Belgium, the airline is also striving to highlight what it calls its “Belgitude” in everything it does. This includes bringing forth Belgian heritage into various aspects of the inflight experience and working with Belgian creatives. There are four creative partnerships with Belgian creatives bringing the “boutique hotel in the air” concept to life.

Culinary creations from Michaël Vrijmoed

In 2023 and 2024, the airline has partnered with Michelin Star Chef Michaël Vrijmoed to bring Belgian flavours to long-haul Business Class passengers. He is the owner of Chef Vrijmoed in Ghent, Belgium.

Cocktails from Manuel Wouters

Passengers travelling in Brussels Airlines’ long-haul Business Class can sip high-quality cocktails and mocktails onboard. Manuel Wouters is a renowned cocktail caterer and Belgian creative with a talent for serving up exceptional beverages inflight.

New amenity kit from Belgian artisans

Brussels Airlines is introducing an inflight amenity kit every six months over the course of two years as part of a project facilitated by [Clip](#). The amenity kits, designed by Ghent Artisans Barbara Geusens, Griet Aesaert and Elisia Poelman feature all the comforts passengers need to feel at home in the sky. They include a sleek toiletry bag, custom skincare products, an artistic inner lining and sleep masks.

Belgian chocolates by Eric Lauwers (Neuhaus)

Belgian chocolate is famous the world over so of course it's part of the inflight experience on Brussels Airlines. Eric Lauwers is the talent behind the box of Neuhaus chocolates each long-haul Business Class passenger receives after the flight. Eric even has a *chocol'atelier* in the Brussels Airlines' lounge The LOFT.