Brussels Airlines unveils Diane von Furstenberg amenity kits for Business Class



Brussels Airlines' new Diane von Furstenberg amenity pouch features the designer's signature patterned fabric, bringing Belgian fashion to the airline's long-haul Business Class experience

Brussels Airlines has partnered with Belgian-American fashion designer Diane von Furstenberg to introduce new amenity kits for Business Class passengers on long-haul flights.

Launching in mid-November, the collection features reusable pouches in two shapes and two signature DVF prints: Vintage Weave, originally introduced in 1973, and Ikat, dating back to the early 1980s.

Each kit includes a DVF sleep mask and toiletries from Waterl'eau, a family-owned Belgian company based in Antwerp.

The collaboration brings together two Belgian brands as Brussels Airlines continues to incorporate elements of the country's design and heritage into its premium passenger experience.

"Growing up in Belgium, and flying alone very early, Brussels Airport is my first souvenir of being in charge," said Diane von Furstenberg.

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Waterl'eau lip balm and body lotion are included in Brussels Airlines' new Business Class amenity kits designed in collaboration with Diane von Furstenberg

"Packing light is living light and having the right organizers is key. If you know how to pack, you know how to live!"

Known for her signature prints and iconic wrap dress, von Furstenberg brings her distinctive design style to the airline's latest onboard offering.

Waterl'eau, meanwhile, draws inspiration from Belgium and international destinations, incorporating elements of both into its skincare products.

"Diane von Furstenberg is an icon around the world symbolizing luxury, Waterl'eau is a small-scale family-owned business," said Thibaut Dewilde, Head of Inflight Management, Brussels Airlines.

"Combining these two brands with our amenity kit really showcases the best of Belgium in the most premium way."

The new amenity kits will be available exclusively to Business Class passengers on Brussels Airlines' long-haul flights as part of the airline's continued efforts to showcase Belgian brands and enhance its premium onboard experience.

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