

deSter and TUI Introduce premium amenity kits combining design, reusability and social impact



Designed exclusively for TUI's Premium passengers, the new amenity kits combine distinctive design with thoughtfully selected contents to enhance comfort, quality and value throughout the journey

[deSter](#) has announced the roll-out of TUI's new long-haul amenity kits, developed in close collaboration with [TUI](#). Introduced onboard TUI flights starting May 1, the kits give Premium passengers with an elevated onboard experience through premium design, high-quality contents and amenities designed to deliver value both during and beyond the journey.

The project started at the end of 2025, with an ambitious objective to deliver a fully renewed amenity kit concept in time for the summer season. Following a close collaborative development process, the kits were successfully launched across TUI's long-haul operation in May.

Elevating the experience

Designed specifically for TUI's Premium passengers, the kits reflect a significant investment in enhancing the onboard experience. Combining distinctive design with carefully selected contents, the kits are intended to create a premium experience that adds comfort, quality and value throughout the journey.

A key design principle behind the bags is reusability. Rather than serving as a single-use travel item, they have been created as durable keepsakes with a meaningful second life beyond the flight.

Practical and versatile, the bags are designed to continue accompanying passengers during their travels and beyond, extending the experience long after the journey has ended.

The offering is further enhanced through a collaboration with Rituals, featuring multiple branded wellbeing products that provide added comfort during the flight while reinforcing the premium nature of the overall experience.

Two design ranges, one cohesive concept

The kits are presented in two complementary bag ranges, each reflecting a different facet of the TUI brand.

The first range features vibrant, colorful designs developed in close connection with the TUI Care Foundation, which supports initiatives that improve the lives of young people and communities in holiday destinations around the world. The patterns are inspired by real artworks created by local artists from destinations including Mexico and Croatia, celebrating local culture and craftsmanship. This artistic approach allows TUI to showcase the global reach and initiatives of the TUI Care Foundation, with dedicated leaflets inside each bag providing further context. TUI will also donate to the TUI Care Foundation in support of the work done on this project.

The second range, the TUI Base Range, offers a more refined look, fully aligned with the new TUI brand guidelines. Clean lines, modern colors, and timeless design create a harmonious contrast with the TUI Care Foundation bags, while ensuring a consistent and recognizable brand presence on board.

“Our long-standing partnership with TUI is built on shared values and a common ambition to create more meaningful onboard experiences,” said Vincent Allaerts, Senior Business Development Manager at deSter. “With this new amenity kit concept, we combined premium design, high-quality branded contents and purposeful reusability to create an experience that delivers value beyond the journey itself. At the same time, we were proud to help bring the TUI Care Foundation to life in a tangible way on board, demonstrating how even small cabin touchpoints can tell a much bigger story.”

The amenity kits form part of a broader initiative to refresh the long-haul soft product across TUI's 787 fleet, bringing added vibrancy, comfort and a stronger sense of identity into the cabin. Through premium design, high-quality Rituals products, durable reusable bags and destination-inspired storytelling linked to the TUI Care Foundation, the project delivers an enhanced Premium passenger experience while highlighting the positive impact travel can have on local communities.

With this launch, deSter and TUI reaffirm the long-standing partnership and shared commitment to innovation, sustainability and creating enriching experiences on board.

Find more images of the kits below:





