

easyJet brings K-beauty on board



easyJet's Passport to K-Beauty box

[easyJet](#) has introduced a Korean beauty box on board, becoming the first airline in the U.K. and Europe to offer a bespoke, multi-brand K-beauty product created exclusively for its passengers.

Developed in partnership with [Luneia Brands](#), the "Passport to K-Beauty" box brings together a curated selection of Korean skincare products, giving passengers a travel-friendly way to explore one of beauty's fastest-growing categories at 30,000 feet and beyond.

The set includes a complete six-step routine with a mask, cleanser, toner, serum, cream and SPF. The products are packaged in a waterproof cosmetics bag, designed to keep the set travel friendly and beach ready.

The box features hero products from Korean skincare brands including Beauty of Joseon, Skin1004, Thank You Farmer and Axis-Y.

easyJet already offers K-beauty products through its CAFE SHOP onboard range, including the [Biodance](#) Bio-Collagen Real Deep Mask. The airline said the product has become a bestseller on board, demonstrating growing passenger demand and helping lead to the development of the K-beauty box with Luneia Brands.

"We are always looking for new ways to enhance our onboard experience and bring customers the latest trends in a way that is exciting and accessible," said Russell Brateman, Inflight Retail Director at easyJet. "K-beauty is one of the fastest-growing movements in beauty right now, and we have already seen fantastic demand from customers through products like the Biodance Bio-Collagen Real Deep Mask."

Brateman said the exclusive set builds on that success by giving passengers access to a complete routine from some of the most talked-about K-beauty brands.

“The launch of our exclusive K-beauty box builds on that success, giving customers the chance to experience a complete routine from some of the most talked-about brands in one convenient, great-value set that is only available on easyJet,” said Braterman.

Luneia Brands said the partnership brings K-beauty discovery to the skies in a simple and accessible way.

“We are delighted to partner with easyJet to bring the first exclusive multi-brand K-beauty box to the skies,” said Luneia Brands. “K-beauty continues to be one of the fastest-growing beauty categories globally, driven by innovative formulations, effective ingredients and a growing appetite for results-led skincare.”

The launch reflects rising interest in K-beauty among U.K. shoppers. easyJet said the category has seen sales grow fivefold year on year in the U.K., with one Korean skincare product selling every 11 seconds at Boots.

The airline said ingredient-led formulas, accessible price points and transparent labelling are helping drive continued demand. It also said the launch highlights the scale of its inflight retail operation, which it said compares in size to leading U.K. beauty retailers.