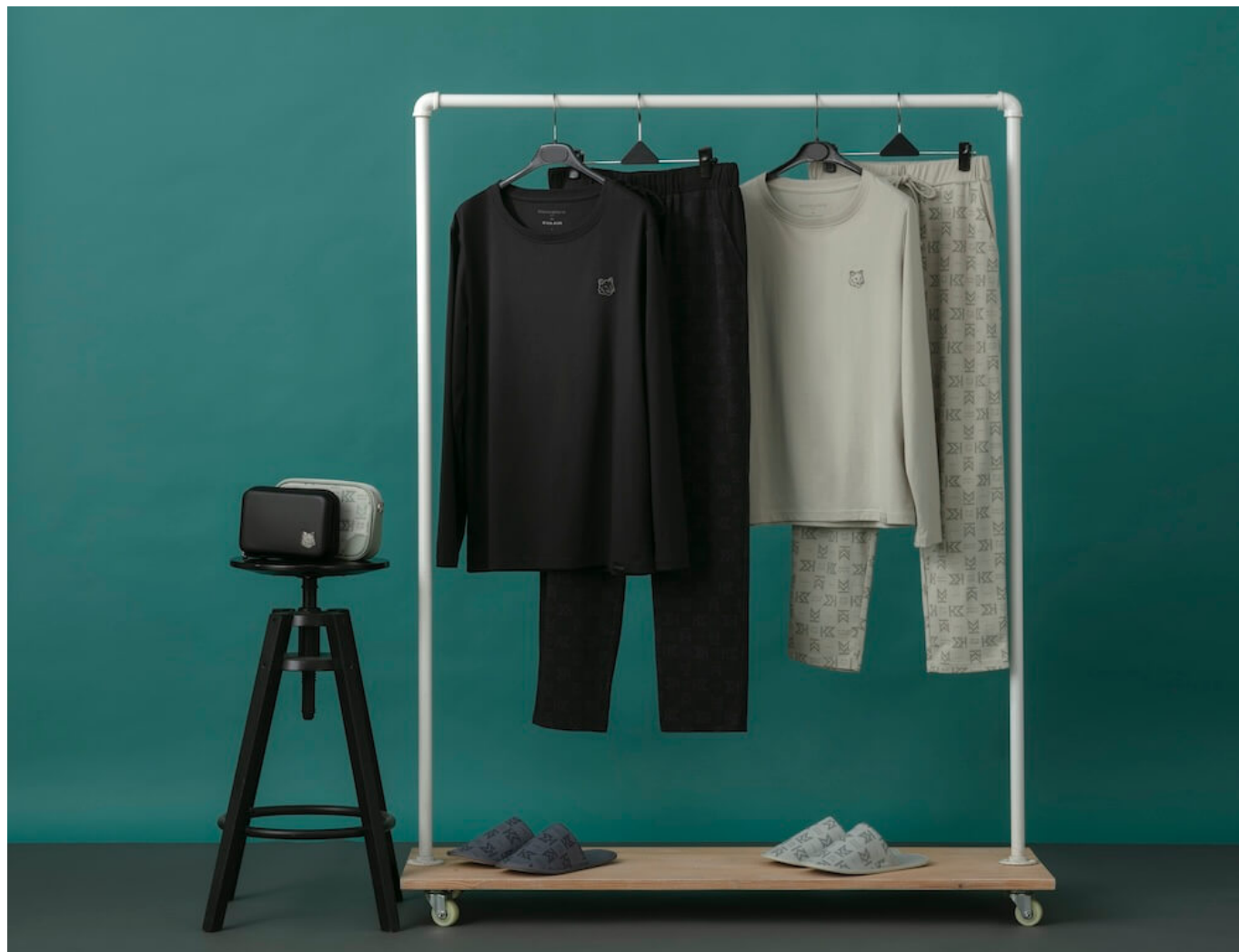


EVA Air partners with FORMIA to bring French-Japanese lifestyle brand Maison Kitsuné onboard



The collection includes pajamas in two colorways and two distinct amenity kits: a crossbody bag and a monogram motif pouch

[EVA Air](#) has introduced an exclusive collaboration with Paris-based lifestyle brand [Maison Kitsuné](#), curated and supplied by [FORMIA](#).

The collaboration took flight on October 3, coinciding with the airline's recently launched Taoyuan–Dallas Fort Worth route.

Maison Kitsuné, known for its fusion of fashion, music and café culture, represents a lifestyle that transcends categories. The brand's launch on EVA Air reflects the growing intersection between culture and travel—and FORMIA's expertise in translating lifestyle brands into meaningful passenger experiences.

Available in EVA Air's long-haul Royal Laurel Class, the collection features amenity kits and sleepwear from the brand. The designs showcase Maison Kitsuné's blend of Parisian chic and Tokyo minimalism,

brought to life through playful detailing and modern simplicity.

Maison Kitsuné's iconic fox motif defines the design. Available in three sizes and two colorways—black and light green—the pajamas are made from 50 percent recycled materials, reflecting a balance of comfort and sustainability.

Two distinct amenity kits complete the collection: a crossbody bag and a monogram motif pouch. Each kit includes lip balm, lotion, a hydrating facial mist, a cable organizer and a foldable eco bag—a refined expression of effortless travel that unites fashionable design with everyday utility.

This partnership follows EVA Air's recognition as a Skytrax 5-Star Airline for the 10th consecutive year, underscoring its dedication to excellence and innovation in passenger experience.

"We are proud to work with Maison Kitsuné and FORMIA to bring new energy to our Royal Laurel Class experience," said Clay Sun, President, EVA Air. "This collaboration reflects our commitment to providing passengers with the quality and comfort of the world's best brands."

"Maison Kitsuné has always been about curating atmosphere—blending cultures, creativity and everyday experiences," said Gildas Loaëc & Masaya Kuroki, co-founders of Maison Kitsuné. "Collaborating with EVA Air and FORMIA lets us extend that spirit into the air, transforming travel into something that feels both personal and inspiring."

"At FORMIA, we take pride in facilitating collaborations that bring together exceptional brands and visionary airlines," said Roland Grohmann, CEO & Managing Partner at FORMIA. "Working with EVA Air and Maison Kitsuné has been about translating creativity into thoughtful design—ensuring every detail reflects the quality, style and emotion that define both brands."

Find more images of the collection below:

