

FORMIA celebrates quadruple victory at PAX Readership Awards 2025

This is a special feature from the [May 2025 Post-WTCE/Awards issue](#) of *PAX International* on [page 34](#).



The Diptyque kits for Qatar Airways

Luxury, innovation and exceptional design earned [FORMIA](#) four accolades at the PAX Readership Awards ceremony last month, cementing its leadership in the airline amenity space. With winning amenity kits created in partnership with Qatar Airways, Singapore Airlines and China Airlines, FORMIA CEO & Managing Partner Roland Grohmann tells *PAX International* that its success lies in curating meaningful collaborations to deliver experiences that resonate long after the journey ends.

Elevated luxury

FORMIA took home the Best Business Class Amenity Kit Middle East award for its partnership with [Qatar Airways](#) and French luxury perfumer [Diptyque](#). The extended amenity kit program includes eight unique bag designs developed for First and Business Class passengers on select long-haul routes, delivering a true sensory experience onboard.

For First Class, the bags feature a pattern inspired by the signature Diptyque Oval—an emblem of the brand and Diptyque's natural hallmark. Inside, First Class passengers are treated to exquisite skincare products from Diptyque, including a trio of iconic fragrances with Philosykos, an ode to the fig tree, Do Son, like a summer scent along Halong Bay, and Eau Rose, a tribute to a flower that is emblematic in perfumery.

The enhanced offering of three fragrances is presented in a delightful gift box, giving guests a truly exclusive gift to take home and continue to experience Diptyque's evocative scents on their own journey.

Sustainability plays a role in this collection, with eyeshades and socks crafted from RPET.

"FORMIA is excited to facilitate this industry-leading, extended amenities collaboration between Qatar Airways and Diptyque," says Grohmann. "The vision behind the collection is to inspire and delight every passenger through meaningful and enhanced experiences that add tangible value and extend long after their journey."



Roland Grohmann, CEO & Managing Partner, FORMIA

First Class sophistication

The Best First Class Amenity Kit Asia award was presented to FORMIA for its collaboration with [Singapore Airlines](#) and renowned French luxury brand [LALIQUE](#). The refined First Class collection is available in gents, ladies and unisex, all accompanied by a LALIQUE-branded sleeper suit and lavatory items.

The gents kit, presented as a sophisticated black bag with a side handle, includes exclusive products from Lalique's sensual L'INSOUMIS MA FORCE collection, with a generous retail sized gifting concept Eau de Toilette, while the ladies kit, in vibrant pink, features products from Lalique's joyful and radiant Soleil range, a celebration of the sun and the free-spirited women who love it.

The unisex kit, designed for versatility, features products from LALIQUE's Néroli line and includes a luxurious room spray, to extend the inflight indulgence into the passenger's home.

"FORMIA congratulates Singapore Airlines for offering such a coordinated luxury experience with the world renowned LALIQUE brand," Grohmann says. "FORMIA is thrilled to have matched the excellence of Singapore Airlines with LALIQUE's superior quality, craftsmanship and creativity."



The LALIQUE ladies kit for Singapore Airlines First Class

Double win for China Airlines

FORMIA also claimed Best Business Class Amenity Kit Asia and Best Economy/Premium Economy Class Amenity Kit Asia for its two distinct offerings created for [China Airlines](#).

In Premium Business Class, FORMIA introduced a bold and stylish kit in collaboration with Italian fashion house [Moschino](#). Available in blue and dark grey with gold branding, the bags include a silky eye mask made from RPET fabric and a Moschino-branded recycled faux leather luggage tag.



FORMIA receives the award for Best Business Class Amenity Kit Asia for China Airlines at the 2025 PAX Readership Awards

For Premium Economy, FORMIA worked with Canadian outdoor lifestyle brand [Roots](#) to design a compact pouch with the brand's iconic red stripe. Each pouch is filled with thoughtful essentials for travel, underpinned by a strong commitment to sustainability.

Both kits feature products from global beauty brand [Moroccanoil](#), pioneers of argan oil-infused beauty. Skincare tubes are made from post-consumer recycled plastic, and the ear plug and dental kit cases are produced from FSC-certified paper.

"FORMIA is thrilled to partner with China Airlines to introduce two fantastic, exclusive brands onboard for the first time," says Grohmann. "The Moschino and Roots kits are sure to delight passengers, with an elevated environmentally responsible offering which gives each passenger their own story to tell."



The Premium Class Moschino kit for China Airlines

Innovation and brand synergy

“These four awards are a testament to FORMIA’s ability to blend luxury, sustainability and innovation in its amenity programs,” says Grohmann. “By curating bespoke collaborations with iconic global brands, FORMIA continues to push the boundaries of inflight comfort and style. Our strategic focus on creating long-lasting emotional connections through thoughtful design and storytelling is clearly resonating with both airlines and passengers alike. We are thrilled for our airline partners to win these awards.”



The Roots Premium Economy kit for China Airlines