

FORMIA continues collaboration with Japan Airlines and Heralbony for First Class kits



The Heralbony kits for Japan Airlines' First Class

[FORMIA](#) has introduced First Class amenity kits for Japan Airlines ([JAL](#)) together with [Heralbony](#).

JAL's continued collaboration with Heralbony began with last year's introduction of the partnership for the airline's Business Class kits and has since expanded to initiatives across the customer journey, including coffee cups in the First Class lounge and printed sleeves for inflight meal boxes.

The First Class kits highlight the talents of two artists: Yukihito Okabe, whose unique artwork features vibrant colours and strong touches from molded crayon shavings, and Yu Takada, a taiko drummer and dancer whose rich sensitivity and imagination is expressed across his artworks. A truly meaningful extended collaboration between JAL and Heralbony, facilitated by FORMIA, which aspires to overcome perceptions and prejudgements of disabilities and to introduce a whole new culture to the world through remarkable art.

Masaharu Iwamoto, Vice President, Product & Services Development Department, Customer Experience Division at Japan Airlines said, "JAL is proud of our continued meaningful partnership with Heralbony and FORMIA and we are delighted to introduce these unique new kits for our First Class guests. With this extended collaboration, we aim to showcase the talents and stories of further diverse artists to the world."

FORMIA CEO & Managing Partner Roland Grohmann, commented, "We are honoured to continue our

collaboration with Japan Airlines and Herbalbony for these beautifully expressive First Class kits. Each kit is a remarkable piece of artwork which tells an inspiring story, and we hope JAL's passengers will be delighted and will treasure these long after the journey."

Images of the kits and contents below:





