

FORMIA's growth and innovations

This is a special feature from [PAX International's July 2024](#) issue, on [page 25](#).



Left to right: Zachary Harvey, Manager, Inflight Soft Goods and Lounge Commercial Strategy at American Airlines; Roland Grohmann, CEO and Managing Partner of FORMIA; Colleen Riffe, Senior Manager, Customer Experience, American Airlines; and Nyakio Grieco, the Co-Founder of beauty retailer thirteen lune and Founder of ultra-inclusive makeup, skincare and fragrance brand Relevant

Airline amenity specialist [FORMIA](#) has entered an exciting chapter in its 22 years of operations in Hong Kong, marked recently with a move to a new, state-of-the-art office adorned with contemporary design, cutting-edge technology infrastructure, well-being areas and showrooms to display its award-winning products as well as Skytrax and APEX ranked references. The relocation and expansion strategically positions FORMIA to enhance collaboration with global airline customers and brand partners, foster innovation and continue delivering exceptional customer service.

FORMIA has prioritized both environmental responsibility and the wellness of employees, submitting its new office to be certified for LEED and WELL accreditation. These certifications have guided FORMIA to follow the international highest standards in the workplace, considering elements such as energy efficiency, material use, construction best practices and the comfort of occupants to provide a positive impact for staff and to limit any negative effects on the environment.

This year, FORMIA is also excited to be publishing its first sustainability report, to provide transparent communication on sustainability progress and initiatives.

The move comes at a time when FORMIA has been making waves in the industry, with several forward-thinking and innovative launches over recent months.



The FORMIA, Heralbony and Japan Airlines teams pose with the beautiful kits in Hamburg

For [Japan Airlines](#) (JAL), FORMIA and its partners curated the unique and thoughtful new collection of amenity kits for Business Class passengers together with welfare experimental company, [Heralbony](#), which supports the empowerment of artists with intellectual disabilities to thrive through creating beautiful and meaningful art. Together with Heralbony, JAL has provided a platform to highlight the talents of these incredible artists with the aim to change the perception of disabilities and drive positive societal change.

At the WTCE in Hamburg, FORMIA also shone a spotlight on an industry first-in-kind collaboration with [American Airlines](#) and trailblazing inclusive beauty platform, [thirteen lune](#). The kits feature a tailored collection of exclusive skincare products from diverse-owned brands starting with [Relevant](#)—from the beauty platform's Co-Founder Nyakio Grieco that puts inclusivity at the forefront, and an innovative range from trusted celebrity facialist [Joanna Vargas](#). Passengers flying in American Airlines' premium cabins can look forward to experiencing an ever-changing rotation of brands and products from thirteen lune's portfolio, as well as limited-edition kits throughout the year.



Models show off the FORMIA sleepwear

Last month, FORMIA facilitated the new premium amenity kits for [Delta Air Lines](#) together with luxury Italian fashion house [Missoni](#). Available exclusively for Delta One customers, the new kit celebrates Missoni's commitment to craftsmanship and timeless design, while paying homage to Delta's dedication to excellence, premium experiences, and its nearly 100-year flying heritage. Featuring Missoni's signature zigzag pattern lining, the colour palette is exclusive to the amenity kits, intentionally selected to celebrate the view from the sky at 30,000 feet.

FORMIA has also made significant investments to develop its textiles program beyond the award-winning lounge and sleepwear collections already offered, introducing further comfort items and bedding products and never-before-seen collaborations and innovations to increase the value of their partnerships and the entire passenger experience.

With a dedicated in-house team that specializes in duvets, day blankets, pillowcases, pillows and lounge and sleepwear, and providing customized supply chain solutions from multiple locations around the world, FORMIA is poised to offer airlines an expanded, customer experience-led product range across the amenities and bedding categories.

These latest developments are just a glimpse of FORMIA's efforts in stretching the boundaries of amenities and driving market-leading innovations as the company continues in its mission to curate meaningful moments and offer exceptional amenity solutions through collaborations designed to inspire and delight millions of travellers worldwide.