
Icelandair puts local inspiration in new amenity kits

By **Rachel Debling** on April, 9 2019 | Amenities & Comfort



Icelandair revealed its latest amenity kits this past weekend during an event held in the Icelandair Saga Lounge at Keflavík Airport

[Icelandair](#) has launched its new *Dýralíf* ("wildlife") amenity kit collection designed by [WESCO International](#) featuring four pouches that celebrate Iceland's wildlife and products from local skincare

company [Hannes Dóttir](#)

During the design process, WESSCO sent a team to Iceland to experience firsthand what the airline and its home country represent, while also examining different facets of the local flora and fauna. According to a press release from Icelandair, this resulted in the team proposing a collection based on the unique qualities of four animals - the puffin, arctic fox, Icelandic horse and raven - showcased through shapes and colors reflecting their power and grace.

The kits' designers also kept the environment in mind by using a minimal amount of plastic (for instance, contents are wrapped with paper) and manufacturing the pouches with materials such as recycled canvas, vegan leather, and felt made from recycled plastic bottles.

Each animal-inspired pouch contains:

- Hannes Dóttir skincare products: A family-owned business created for the founder's father, Hannes Arthur. Each kit contains a natural lip balm with sea kelp, an exclusive hand lotion with laminaria kelp, and a calming and hydrating mineral mist.
- Earplugs
- A dental kit with toothpaste and a toothbrush made from cornstarch (biodegradable)
- Eye mask
- Socks made from recycled material
- "Do not disturb" stickers
- Facts about each Icelandic animal

The four different kits will be released over the course of 2019 and 2020 to Saga Premium passengers on all flights between Keflavík and North America.

The kits will also be available for purchase through the airline's online [Saga Shop](#).

2019 Kits

Puffin: Designers adapted the bird's famous curved beak into a functional angular shape with an orangey-red and grey zipper puller.

Arctic fox: Comes in two-tone color options as a reference to the animal's seasonal coat change. The bag features a slender body and a fox-tail-inspired puller that symbolizes the animal's elegance and energy.

2020 kits

Icelandic horse: This pouch features an arched top resembling the horse's back with a tail-like zipper pull. The airline notes that the pouch's sturdy core and soft edges reflect the Icelandic horse's power and form.

Icelandic raven: This raven-inspired pouch resembles the bird's uniform dark color and power with an austere core, soft edges, and wing-shaped zipper puller.