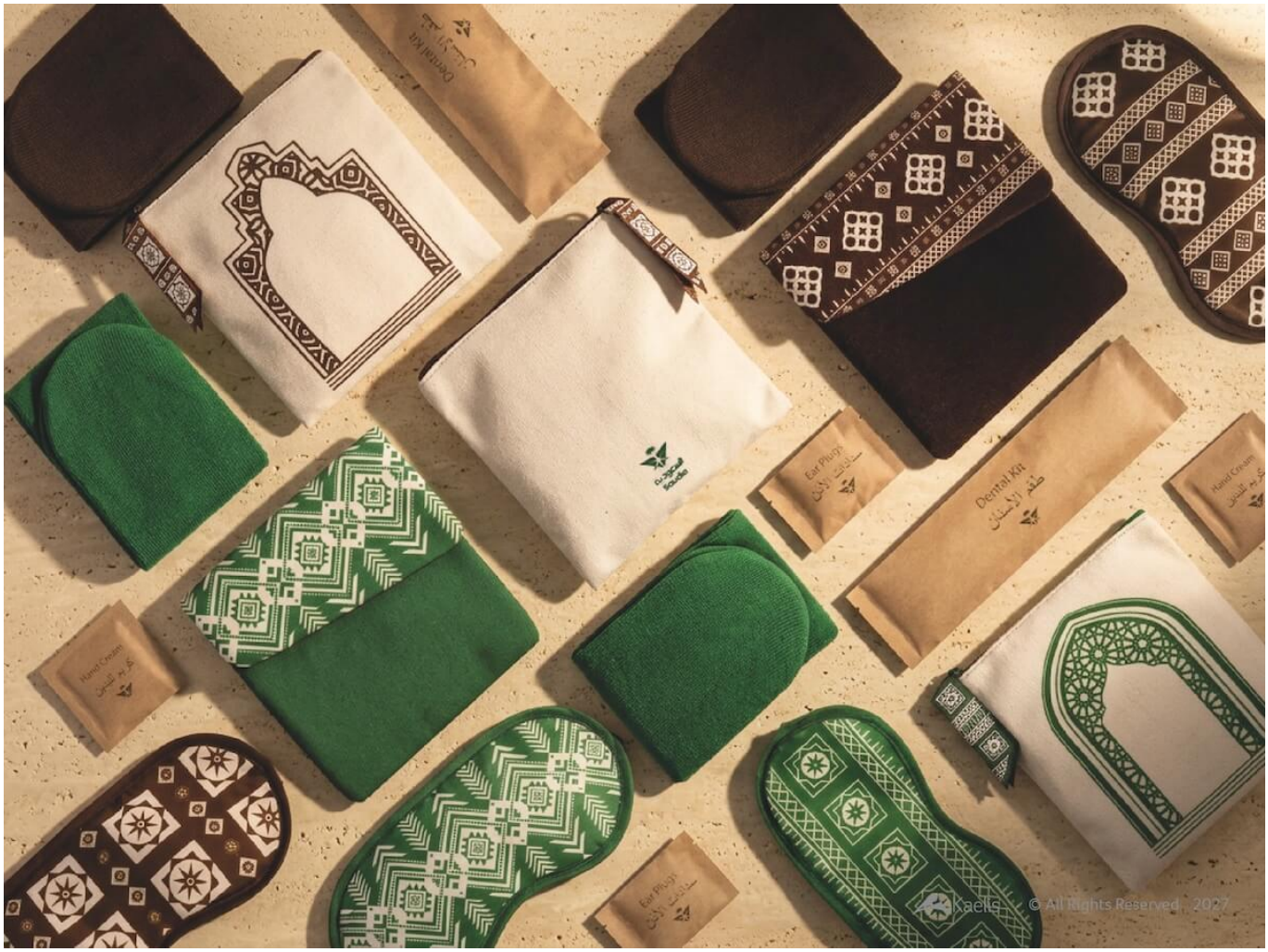
Kaelis brings Saudi heritage to Saudia’s Economy Class amenity kits

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Saudia’s inbound and outbound Economy Class amenity kits by Kaelis bring Saudi heritage to life, connecting passengers with the Kingdom’s culture throughout the journey

Some journeys begin long before take-off, rooted in culture and shaped by stories carried through thoughtful design.

Kaelis tells *PAX International* that is the philosophy behind the new Economy Class amenity kit the company has developed for Saudia.

“The collection turns inflight comfort into a meaningful cultural experience. Inspired by the richness of Saudi Arabia’s heritage, the kits were conceived as more than travel essentials, they are storytelling pieces, designed to connect passengers with the Kingdom’s identity from the moment they step on board,” says María Llamas, Designer at Kaelis.

The outbound kit, themed around traditional Saudi weavings, draws on generations of craftsmanship. Its designs echo finely handcrafted textiles, intricate carvings and traditional patterns, each detail

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reflecting an artistry passed down through time. These elements are reimagined with a contemporary sensibility, creating a seamless blend of heritage and modern living. More than visual motifs, they serve as emotional touchpoints, quietly connecting travelers to Saudi culture through texture, pattern and design.

“Each kit becomes a keepsake, a small yet meaningful expression of hospitality that extends far beyond the flight,” says Llamas.

The inbound kit continues the story, inspired by the historic gates of Jeddah: Bab Makkah, Bab Al-Sharif and Bab Jadid. Once gateways for pilgrims and traders entering the city, these iconic landmarks are reinterpreted through refined architectural motifs.

“Each design symbolizes arrival, echoing the spirit of welcome these gates have embodied for centuries. Just as they once opened into the heart of Jeddah, these kits represent Saudia’s invitation to every traveler: to step into a land rich with culture, warmth and tradition from the very first moment of the journey,” Llamas explains.

Together, the inbound and outbound kits form a cohesive narrative that moves with the passenger, weaving together departure and arrival, past and present, function and emotion. It is a reminder that when design is rooted in genuine cultural understanding, even an everyday gesture, such as opening a wash bag, can become a memorable part of the journey.

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