

South American elegance takes flight in LATAM's Costa Brazil amenity kits

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The designs and storylines of the kits create an emotional connection, encouraging passengers to engage beyond the functional aspects

In December 2025, [LATAM Airlines](#) launched its Altitude Collection amenity kits in partnership with [Costa Brazil](#), facilitated by [WESSCO International](#). The move is part of the airline's refreshed Premium Business cabin experience, offering passengers more than comfort—a curated journey through South America's landscapes, colors and culture.

The Altitude Collection features six collectible kits inspired by iconic South American regions and their defining altitudes, from the Amazon rainforest to Salar de Uyuni and Vinicunca. Each design reflects the landscape through its materials and color palette, creating a meaningful connection to place. First envisioned by design agency New Territories, the concept was brought to life by WESSCO in collaboration with LATAM and Costa Brazil, translating the narrative into a tangible onboard experience.

"Passengers are not just seeing South America—they are experiencing it," Petros Sakkis, Chief Marketing Officer at WESSCO, tells *PAX International*. "We worked closely with LATAM and Costa Brazil

to translate the brand's ethos into the amenities, reflecting the region's landscapes, materials, ingredients and culture."



The kits include a nourishing lip balm, restorative hand and body cream, and refreshing cleansing towel

Storytelling through design

Costa Brazil, founded by Brazilian designer Francisco Costa, is grounded in sustainability and nature-inspired beauty. Its philosophy, "the spirit of beauty is inseparable from the health of the Earth," aligns with LATAM's mission to connect the world to South America in a responsible, authentic way.

WESSCO played a key role in bringing this narrative to life through kits featuring Costa Brazil's vegan, dermatologically tested essentials. The kits include a nourishing lip balm, restorative hand and body cream, and refreshing cleansing towel. Formulated with Amazonian botanicals such as murumuru butter, buriti oil, copaíba resin and passion fruit seed oil, each product is designed to nourish, comfort and reconnect travelers with the natural richness of South America.

"It is not just co-branding," Sakkis emphasizes. "By integrating Costa Brazil's ingredients, ethos and storytelling, we created a cohesive, authentic experience that is connected to the region."



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Creativity at scale

Creating six distinct kits while keeping the collection visually and conceptually unified demanded meticulous coordination. WESSCO's approach combined rigorous sampling, material standardization and close collaboration with LATAM and Costa Brazil to ensure each kit met design and quality standards.

"A program like this succeeds when collaboration is paired with execution," says Sakkis. "Each design feels unique but part of a seamless, collectible series that resonates with travelers."

Sustainability and conscious travel were central to the project, Sakkis explains. WESSCO ensured responsible materials and eco-conscious formulations were embedded throughout, enhancing passenger wellness while reinforcing LATAM and Costa Brazil's environmental commitments.

"Every choice was intentional," he says. "From material sourcing to product selection, the result is an experience that feels thoughtful and connected to nature."

Collectibility with emotional impact

Collectible amenity kits are increasingly popular among Premium Business travelers, and the Altitude Collection taps into that trend. The designs and storylines create an emotional connection, encouraging passengers to engage beyond the functional aspects of the kit.

"The most successful collections create meaning," Sakkis shares. "When passengers understand the story, the kit becomes more than an item. It becomes a keepsake of the journey."

A partner in elevated experiences

The Altitude Collection showcases WESSCO's capabilities as a long-term partner for airlines seeking design-led, operationally seamless amenity programs. From conceptualization to delivery, the collaboration demonstrates the company's expertise in translating brand stories into tangible, passenger-facing experiences.

"This project is a great example of true partnership," says Sakkis. "We helped bring LATAM's Premium Business experience to life in a way that feels authentic to their brand."