

Linstol, GOL and Granado launch Brazilian INSIGNIA Business Class experience



Linstol's Business Class amenity kit for GOL Linhas Aéreas highlights Brazilian culture through curated products, premium materials and storytelling

[Linstol](#) has announced an exclusive Business Class amenity experience developed with [GOL Linhas Aéreas](#) and Brazilian perfumery Granado for the airline's new INSIGNIA by GOL. The collection highlights Brazilian culture through curated products, premium materials and storytelling designed to elevate the passenger journey from takeoff to arrival.

The INSIGNIA by GOL Business Class kit blends Granado's fragrances with functional design, reinforcing Rio de Janeiro's role as GOL's main international hub, supporting routes including New York, Lisbon, Paris and Orlando.

"At Linstol, every detail matters in creating meaningful passenger experiences," said Diana Libreros, Sales Director at Linstol. "Working with GOL and Granado brought together comfort, storytelling and design to celebrate Rio while enhancing the onboard journey."

"What we are building for INSIGNIA by GOL reflects attention to detail at every stage of the journey," said Patrícia Pessoa, Marketing Director of GOL. "This partnership adds value while promoting Rio de Janeiro and Brazil globally."

"This collaboration strengthens Granado's presence in travel experiences," said Sissi Freeman, Marketing and Sales Director of Granado Group. "It allows us to connect with passengers through

care, comfort and sophistication inspired by our Carioca collection.”

The INSIGNIA by GOL Business Class kit will be available on select international flights.