

Linstol and GOL bring Brazil onboard through amenity kits

This is a special feature from the [September 2026 IFSA Global EXPO issue](#) of *PAX International*, on [page 58](#).



The collaboration between Linstol, GOL and Granado is designed to showcase Rio de Janeiro and Brazilian culture through the onboard experience

For [GOL Linhas Aéreas](#) (GOL), the launch of its INSIGNIA Business Class is about more than adding premium touches to the international cabin. It is an opportunity to put Brazil at the center of the passenger experience.

To bring that vision to life, GOL partnered with [Linstol](#) and Brazilian fragrance and beauty brand [Granado](#) on an amenity collection inspired by the country's culture, design and sense of place.

The collaboration brings together Linstol's expertise in onboard comfort and amenities with Granado's signature fragrances and Brazilian identity. The resulting kit is designed to balance premium functionality with storytelling, giving passengers an introduction to Brazil that begins in the cabin and continues throughout the journey.

"Every detail matters in creating meaningful passenger experiences," says Diana Libreros, Sales Director at Linstol. "Working alongside GOL and Granado allowed us to bring together premium comfort, authentic Brazilian storytelling and thoughtful design."

For GOL, the partnership also supports a broader international strategy centered on Rio de Janeiro, its primary international hub. The airline is expanding its international network with newly announced routes to New York, Lisbon, Paris and Orlando, creating an increasingly important platform for presenting the GOL brand to a global audience.

In the June press release, Patrícia Pessoa, Marketing Director at GOL, said the INSIGNIA experience reflects the airline's focus on "maximum attention to detail" while helping promote Rio de Janeiro and Brazil to international travelers.

Granado brings another distinctly Brazilian layer to the concept. Founded in Rio de Janeiro in 1870, the brand is represented in the amenity collection through products inspired by its Carioca collection, connecting personal care and fragrance with the city's cultural identity.

"This collaboration represents an important step in strengthening Granado's presence in experiences that create connection and delight for consumers," said Sissi Freeman, Marketing and Sales Director at the Granado Group.

The INSIGNIA by GOL amenity kit will be offered on select international flights, giving the airline and its partners another touchpoint to translate Brazilian identity into a premium onboard experience.