

Lunya's sleep-first philosophy takes off with Procurall Solutions

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Sleep comfort is becoming a key differentiator as airlines refine the premium passenger experience

Sleep comfort is emerging as a critical differentiator as airlines continue to refine the premium passenger experience. From bedding and textiles to the overall onboard environment, carriers are increasingly investing in products that help travelers arrive feeling rested and restored. Helping to meet that demand is [Procurall Solutions](#), whose exclusive partnership with luxury sleepwear and lifestyle brand [Lunya](#) is bringing a new level of sophistication to cabin comfort.

Known for its minimalist aesthetic and focus on restorative sleep, Lunya has built a reputation around products designed to enhance relaxation and well-being. With Procurall Solutions, the brand's signature approach to sleep is being thoughtfully adapted for the aviation environment, offering airlines an opportunity to extend premium comfort beyond the seat itself.

"At Procurall Solutions, we believe that exceptional comfort in the premium cabin can be delivered with a conscious footprint," says Crystal Enrico, VP of Hospitality and Brands at Procurall Solutions. "Our mission comes to life through exclusive, high-profile partnerships. In the cabin comfort sector, our exclusive collaboration with Lunya introduces premium, responsibly manufactured bedding to the skies."



Crystal Enrico, VP of Hospitality and Brands, Procurement Solutions

Procurement's textile development strategy reflects the shift toward products that balance luxury, performance and sustainability.

"Innovation drives our design process, especially when it comes to onboard textiles," Enrico explains. "To match the highest standards of luxury and sustainability, we utilize natural fibers such as bamboo to create bespoke bedding collections that are exceptionally soft and breathable."

Procurement says the partnership also underscores how consumer brands can successfully transition into the travel space when supported by specialized aviation expertise. While Lunya contributes its strong brand identity and sleep-focused design philosophy, Procurement adapts those elements to meet the operational demands of airline service, from sourcing and manufacturing to large-scale global distribution.

"Renowned in the retail world for redefining modern sleepwear with a minimalist, high-end aesthetic, Lunya's quintessential sleep designs have been meticulously tailored by Procurement specifically for the unique requirements of the aviation environment," says Enrico.

By combining luxury retail sensibilities with aviation know-how, the two companies are helping airlines create a more restful onboard experience.