

Saudia celebrates 95th Saudi National Day with exclusive Elie Saab amenity kits



Rossen Dimitrov, Chief Guest Experience Officer at Saudia (left) and Jane Hobson, Managing Editor at *PAX International*, pose in front of the First Class kits at IFSA Global EXPO 2025

[Saudia](#) is marking the Kingdom of Saudi Arabia's 95th National Day with a distinguished one-day-only offering for its First and Business Class passengers: a limited-edition amenity kit created in collaboration with world-renowned fashion designer [Elie Saab](#), facilitated by [FORMIA](#).

Presented at each seat, the kits are packaged with the refinement of a designer accessory in a reusable black dust bag with a celebratory paper band. For VVIPs, they are presented offboard in an elegant black gift box adorned with a gold Elie Saab logo, the kits reflect both the national pride of the Kingdom and Saudia's dedication to delivering elevated passenger experiences.

Each cabin features two bespoke designs. In First Class, the female kit is a sophisticated light beige

pouch with a top handle, zip closure and embossed Elie Saab logo, the male kit is a sleek black tote accented with a gold button enclosure and the designer's signature branding. Business Class passengers receive equally distinctive designs created exclusively for the cabin.

For First Class, the kits include a dental set, eye mask, socks, ear plus, face cleanser, lip butter, hand & body lotion, face cream, face mist and an eau de toilette. For Business, the contents is the same except for the face mist.

"We collaborated very closely with Elie Saab on these kits," says Rossen Dimitrov, Chief Guest Experience Officer at Saudia, speaking with *PAX International* at a private unveiling of the collection during IFSA Global EXPO earlier this month. "The people of Saudi have so much pride and we wanted to provide an amenity kit that feels very special and exclusive."

Dimitrov notes that the bags are designed to be cherished long after the flight. He says passengers adore incorporating the bags into their everyday lives—from the gym and the office to dinner outings. "It has the look and feel of a designer bag," he adds, underscoring the timeless appeal of the collaboration.



The First Class male (left) and female kits with contents

Elie Saab partnership introduced earlier this year

FORMIA and Saudia first unveiled the line of luxury amenity kits in collaboration with Elie Saab earlier this year, marking the fashion designer's first time onboard an airline amenity kit. Launched onboard on April 15, these kits featured a stylish bag reflecting Elie Saab's signature elegant branding, complemented by a curated range of skincare and comfort items selected to enhance the inflight journey.

This National Day collection also serves as a preview of the new line of Elie Saab kits set to launch in 2026, wrapped in a special celebratory bag.

“Elie Saab is known around the world and our passengers are very excited for this kit to come onboard. With FORMIA, the vision becomes a reality,” Dimitrov told *PAX International* at the time of launch.

This ongoing collaboration highlights Saudia’s role as a global ambassador for Saudi hospitality, blending the Kingdom’s heritage of generosity with world-class luxury partnerships. With FORMIA’s expertise in bespoke amenity solutions and Elie Saab’s iconic design, Saudia continues to elevate the inflight experience, offering passengers a travel memory that honors both the spirit of Saudi National Day and the airline’s commitment to excellence.



The Business Class male (left) and female kits with contents