

STARLUX Airlines introduces Paul Smith sleepwear for Business Class passengers



STARLUX Airlines has partnered with Paul Smith and FORMIA to introduce new Business Class sleepwear crafted from 100 percent organic cotton for passengers traveling on long-haul flights

[STARLUX Airlines](#) has unveiled a new Business Class sleepwear program in partnership with British fashion house [Paul Smith](#), with the collection curated and developed by [FORMIA](#), as part of the airline's onboard comfort offering for long-haul passengers.

The Taiwan-based carrier said the collaboration reflects its continued focus on enhancing the premium travel experience through thoughtful design, high-quality materials and passenger comfort.

Available to Business Class travelers on long-haul flights, the sleepwear has been designed to complement STARLUX's contemporary cabin aesthetic while supporting rest and relaxation during flight. Made from 100 percent organic cotton, the set is designed to provide softness and breathability, helping passengers remain comfortable throughout extended journeys.

The design features a relaxed silhouette, including a V-neck top and easy-wear trousers, intended to support comfort whether passengers are resting or moving about the cabin.

Paul Smith's distinctive design signature is incorporated through subtle details, including refined cord accents and the brand's recognizable Signature Stripe, which appears as a discreet vertical stripe on the top.

The collaboration brings together two brands with a shared emphasis on design quality and attention to detail. Paul Smith is internationally known for its design philosophy of being “classic with a twist,” combining traditional tailoring with contemporary color, craftsmanship and distinctive detailing.

“We are pleased to introduce this new Business Class sleepwear, developed in partnership with Paul Smith,” said Lily Chang, Executive Vice President, STARLUX Airlines. “Amenity kits and material choices play an important role in how we approach passenger comfort on long-haul flights, and this sleepwear reflects that focus through considered design, wearability and fabric selection.”

FORMIA, which developed the program in collaboration with the airline and the British designer, said the project reflects the growing importance of comfort-focused products within the premium cabin experience.

“Sleepwear is an important part of how airlines approach passenger comfort on long-haul flights,” said Roland Grohmann, CEO & Managing Partner, FORMIA. “We are pleased to have supported STARLUX Airlines in bringing this collaboration with Paul Smith to life—combining thoughtful material selection with distinctive design to create something that serves passengers during rest. It reflects the kind of partnership-driven work we value most.”

The introduction of the Paul Smith sleepwear further expands STARLUX’s premium onboard offering as airlines continue to invest in products designed to enhance passenger well-being and comfort on long-haul routes.