

STARLUX Airlines launches Peanuts-themed children's amenity kit



Each kit includes a telescope, handkerchief and card game set, offering entertainment for young travelers while doubling as a reusable travel pouch

[STARLUX Airlines](#), a premium luxury airline from Taiwan, has introduced a Snoopy-themed children's amenity kit, the SNOOPY Back-to School Pouch, as part of its expanded collaboration with [Peanuts™](#), developed in collaboration with [FORMIA](#). The pouch launched on September 1 and is distributed inflight across all STARLUX routes for passengers under 12 years old.

FORMIA tells *PAX International* each pouch includes a telescope, handkerchief and card game set, offering entertainment for young travelers while doubling as a reusable travel pouch. The design reflects STARLUX's continued commitment to enhancing the inflight experience for families through thoughtful, engaging touches that extend beyond the journey.

The SNOOPY Back-to School Pouch complements STARLUX's latest Peanuts collaboration, themed "Snoopy is Shooting for the Stars." The airline announced the series following the overwhelming success of its 2024 partnership, which saw Peanuts characters dressed in STARLUX uniforms featured throughout the inflight experience. This year's collaboration—celebrating the 75th anniversary of the iconic 1950 comic strip—runs from May 28 through December 31, 2025, and extends from Asia to global routes, excluding departures from Los Angeles and Ontario, California.

Through its partnership with STARLUX, FORMIA continues to demonstrate its expertise in delivering creative, high-quality amenity concepts that align with airline brand storytelling while enhancing the passenger experience for travelers of all ages.