

tangerine and Buzz collaborate to rethink Premium Economy comfort



Premium Economy seat using Tangerine and Buzz's eye mask, earbuds and adjustable neck pillow

[Buzz](#) and UK design consultancy [tangerine](#) have announced a new cross-disciplinary partnership aimed at redefining comfort in Premium Economy cabins, unveiling a suite of concepts focused on rest, usability and passenger wellbeing.

The collaboration brings together Tangerine's expertise in cabin experience design and Buzz's background in onboard product innovation. The companies say the partnership is the first of its kind in the aviation sector, combining design and product development to challenge long-standing assumptions about comfort in the fast-growing cabin segment.

The initiative began as a Buzz-led brief to spark new ideas around the Premium Economy experience. Over six months, teams from both companies worked across time zones using shared digital workspaces and weekly sessions to co-develop concepts, with Tangerine leading design and Buzz guiding operational feasibility and manufacturing.

"Working together felt like a natural opportunity to generate new ideas for the passenger experience," said Sam Blank, Director of Innovation and Product Strategy at Buzz, noting the collaboration encouraged fresh thinking from outside traditional industry silos.



Cocooning blanket featuring stitched detailing and Tangerine x Buzz branding

The result is a collection of four prototype products designed to address common inflight comfort challenges, particularly for passengers seeking rest without lie-flat seating. These include a cocooning blanket shaped to wrap around the body, a sensory eye mask with integrated earbuds, an adjustable flat-roll neck pillow and a foldout lumbar cushion for enhanced back support.

According to the companies, the concepts reflect changing passenger expectations, particularly among Gen Z travellers who prioritize practicality, comfort and cohesive design. Premium Economy continues to expand globally, but the partners argue the category still lacks innovation when it comes to meaningful rest solutions.

Sustainability also played a central role in development. Both companies are exploring biomaterial foams and longer product lifecycles, with the goal of creating items that can be washed, reused and eventually recycled rather than discarded after use.

The partnership signals a broader shift toward more integrated design thinking in aviation interiors, where product, material and passenger experience are developed in tandem. Tangerine and Buzz say the concepts offer a forward-looking blueprint for how airlines can better differentiate their Premium Economy cabins while responding to evolving traveler needs.