

Thai Airways partners with Jim Thompson for "smooth as silk" amenity kits



THAI and Jim Thompson partner for sustainable, Thai-inspired silk amenity kits

[Thai Airways International](#) (THAI) is collaborating with global lifestyle brand [Jim Thompson](#) to launch an amenity kit designed for Royal Silk Class passengers. This exclusive line marks the first extensive collaboration between THAI And Jim Thompson, the press release said, calling it, "A match as smooth as silk."

The Jim Thompson bag is crafted from biodegradable fabric and showcases six exclusive prints, paired with a matching slumber shade. The bag contains a selection of premium amenities including a biodegradable toothbrush, socks, aromatherapy roller, lip balm and hand lotion.

"In partnership with Jim Thompson, we are pleased to introduce the new THAI amenity kit for the

Royal Silk Class passengers travelling on TG routes with flying time over four hours, except for flights operated with A320 aircraft,” said Chai Eamsiri, THAI Chief Executive Officer. “Our kit has been curated with a focus on comfort, luxury, and sustainability. This not only allows our passengers to journey with convenience and style but also reaffirms our commitment to eco-friendly practices and reducing single-use plastics.

“With many amenities in the kit crafted from biodegradable materials, Jim Thompson's exclusive prints ensure we preserve Thailand's aesthetics. Join us in experiencing the perfect blend of Thai elegance and sustainability through our innovative kit,” he continued.

Eamsiri also said that a specially curated tour package is being offered to passengers as part of the promotion strategy for the collaboration between THAI and Jim Thompson.

“In addition, to further promote this collaboration, THAI Royal Orchid Holidays has prepared a tour package to those who are interested in joining an exclusive trip, inspired by one of the fabric patterns of the amenity kit bag, PORCELAIN. The trip includes visiting Chinese community and key historical attractions such as Wat Phanan Choeng and Wat Rachaburana in Ayutthaya province. The sale will start in December 2023,” he said.

Frank Cancelloni, Group CEO at Jim Thompson said in the press release, “This amenity kit symbolizes a remarkable partnership, as both brands share a common objective of elevating Thailand's presence on the international stage, all while staying committed to their authentic roots,” he said. “Jim Thompson epitomizes Thai craftsmanship and artistic expression, while THAI represents the nation's service excellence and cultural heritage as its national airline. We are honoured to partner with THAI and, at the same time, enable passionate world travellers to savour a fusion of traditional Thai grace and contemporary design.”

The six exclusive Jim Thompson prints in the amenity kit are inspired by Thai culture and Thailand's landscapes. Bupha is a vibrant ode to the Dendrobium orchid while Mini Elephants pays homage to the Thai elephant. Porcelain takes reflects the historical connection between Portugal and China, with rich blue hues and enchanted creatures. Amphawa represents the timeless essence of a quaint riverside community in Samut Songkhram. Royal Garland is inspired by the deep-rooted tradition of crafting garlands as symbols of good fortune in Thai culture. Yatra showcases the grandeur of elephant processions, a sight reserved for special occasions.

Jim Thompson's “Beyond Silk” tagline, along with its collaboration with THAI, represents the brand's expansion in its offerings.