
WESSCO supplies SWISS with new First Class kit

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Bally's iconic red-and-white stripe can be seen adorning the kit's bag

[SWISS International Air Lines](#) teamed up with Swiss luxury fashion brand [Bally](#) to create a special amenity kit in collaboration with airline amenities supplier [WESSCO International](#). The partnership resulted in a timeless travel companion, crafted to appeal to men and women alike, and to make their stay on board SWISS First even more comfortable. The pouch's elegant appearance derives from blending natural canvas with fine leather details, highlighted by the red-and-white stripe Bally is internationally recognized for. The kit comes with cosmetics by Swiss luxury skincare brand [La Prairie](#) and a box of natural herbal mints from iconic Swiss brand [Ricola](#).

Petros Sakkis, CMO of WESSCO International, commented in a release announcing the partnership: "We're very excited to be a part of this collaboration. We're confident this kit will add towards an elevated travel experience for Swiss First passengers."