

WTCE issue: Firsts with FORMIA

This is a special feature from *PAX International's* [May 2024 WTCE issue](#), on [page 132](#).



The Premium Economy amenity kit with the Canadian outdoor brand Roots

FORMIA, the international airline amenity specialist, tells *PAX International* it is introducing two exclusive amenity kit collections for China Airlines with first time onboard brands: a sleek offering for Premium Business Class in collaboration with Italian fashion house Moschino, and a consciously designed Premium Economy long-haul kit with Canadian outdoor brand, Roots.



Roland Grohmann, CEO & Managing Partner, FORMIA

“FORMIA is thrilled to partner with China Airlines to introduce two fantastic, exclusive brands onboard for the first time. The Moschino and Roots kits are sure to delight passengers, with an elevated environmentally responsible offering which gives each passenger their own story to tell,” says FORMIA CEO & Managing Partner Roland Grohmann.



The luxurious Moschino amenity kit in blue

The luxurious Moschino bags are presented in chic French blue and sophisticated dark grey hues with the iconic Moschino branding debossed in gold on each pouch, complete with a slinky detachable wrist strap.

Inside, passengers will find a selection of colour-coordinated travel treats including a silky soft premium eye mask made from recycled PET fabrics and a Moschino branded recycled faux leather luggage tag to take home.

For Premium Economy, the brand Roots is on a mission to inspire the world to experience everyday adventures with comfort and style—and the amenity kit does exactly that.

With a striking design featuring the brand's signature red stripe, the compact pouch perfectly carries the everyday essentials for travellers.

To complement this special collaboration with Moschino and Roots, China Airlines has partnered with one of the fastest growing beauty brands in the world to offer a few of their best-selling products, including the iconic Moroccanoil Treatment.

Sustainability is front of mind throughout with recycled faux leather pouches, skincare tubes made from post-consumer recycled plastic, the dental set pouch from FSC wax paper and an FSC kraft paper ear plug case.