

# STARLUX introduces Huntsman First Class sleepwear and refreshed Economy kits



STARLUX's First Class sleepwear in collaboration with British tailoring house Huntsman

[STARLUX Airlines](#), the Taiwan-based boutique airline, has introduced new First Class sleepwear in collaboration with British tailoring house [Huntsman](#). The launch is accompanied by a refreshed rotation of the airline's Economy Class amenity kits, all curated and developed by [FORMIA](#).

Available in STARLUX's First Class cabin, the Huntsman sleepwear is crafted from 100 percent organic cotton. The design features a burgundy base with a navy dogtooth pattern and includes a V-neck top and drawstring trousers with a navy pull-cord and embroidered monogram, presented in a matching fabric pouch. Passengers can choose from three sizes.

The First Class sleepwear and Economy amenity kits are introduced alongside Paul Smith sleepwear, now available in STARLUX Business Class cabins.

"We are pleased to introduce this new First Class sleepwear, developed in collaboration with Huntsman," said Lily Chang, Executive Vice President, STARLUX Airlines. "Every element of the onboard experience matters — from the materials we select to the smallest design details — and this sleepwear reflects our commitment to continually raising our standards and exceeding customer expectations on long-haul flights."

"At Huntsman, partnerships allow us to extend our craftsmanship beyond Savile Row and into new

environments,” said Taj Phull, Managing Director, Huntsman. “Collaborating with STARLUX has enabled us to fuse our tailoring heritage with a modern travel experience, introducing our design philosophy to a global audience while remaining true to the precision, quality, and innovation that define our house.”

The new Economy Class amenity kit is available in two bag designs. The first is a compact grey bag with a celestial pattern and an adjustable cross-body strap. The second is a teal recycled-felt pouch with metallic celestial detailing, top-stitching, and bamboo-button closure.

Each kit includes Urban Apothecary’s Oudh Geranium lip balm from the British fragrance house, presented in a 50 percent PCR tube, along with a cornstarch toothbrush with a protective cap, Miradent toothpaste and 3M earplugs. Recycled-PET socks, a four-layer rPET eye mask, a kraft-paper dental pouch and an FSC-certified leaflet complete the contents.

“Sleepwear and amenity kits play a growing role in how airlines shape the inflight experience,” said Roland Grohmann, CEO & Managing Partner, FORMIA. “We are pleased to support STARLUX in developing a cohesive comfort offering across cabins that brings together heritage brands, considered materials, and thoughtful design.”