

WESSCO dishes on premium dinnerware design that defines luxury inflight hospitality

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WESSCO's collaboration with United Airlines introduced the Polarix dinnerware collection, featuring ultra-white porcelain and a modular design that blends form and function

Inflight dining has become one of the most expressive forms of hospitality. Across the Middle East, Asia and Africa, airlines are rethinking how dining at altitude can embody brand identity and redefine what modern luxury feels like. What was once a functional service is now an experience, a reflection of each airline's culture, values and commitment to creating memorable moments.

University of Oxford Professor [Charles Spence](#), head of the Crossmodal Research Laboratory of the Department of Experimental Psychology, investigates how human senses—taste, smell, sight, hearing and touch—interact to shape perception and create immersive, multisensory experiences. His work explores how taste is shaped not only by flavor but also by context, including the color and texture of a plate, the weight of a fork and even the rhythm of background sound.

[WESSCO International](#)'s Chief Marketing Officer Petros Sakkis tells *PAX International* that this sensory understanding can help airlines reshape the approach to inflight dining.

“The dinnerware itself has become part of the sensory journey,” he explains. “The feel of porcelain, the curve of a bowl and the shine of glassware now work together to heighten anticipation and pleasure, turning a meal into an experience that feels considered and complete.”



Petros Sakkis, Chief Marketing Officer, WESSCO International

Across the Middle East, Asia and Africa, where hospitality is a cultural cornerstone, every design detail in meal presentation conveys care, respect and refined luxury, says Sakkis.

WESSCO has long been a trusted partner to many of the world’s leading airlines, helping each shape the passenger journey through design. Its expertise spans amenities, bedding and dinnerware—each crafted with the same commitment to thoughtful design, functionality and brand expression that defines the onboard experience.

This philosophy guided WESSCO’s recent collaboration with [United Airlines](#) to introduce the new Polaris dinnerware collection. Crafted in ultra-white porcelain, the collection was designed around a modular system that merges form and function. Each piece, from plates and bowls to service items, was developed to simplify plating for crew while enhancing presentation for passengers. Stackable and space-efficient, the design supports operational flow without sacrificing elegance. The clean, minimalist aesthetic complements United’s modern cabin design and reflects a broader global shift toward timeless, understated sophistication.

“Around the world, leading carriers are embracing similar principles,” says Sakkis. “Modern airlines are curating tableware that looks and feels like fine dining and driven by brand identity.”

Through collaborations like this, WESSCO International helps airlines transform hospitality concepts into tangible, memorable experiences. Dinnerware becomes more than a vessel for food; it is an integral part of a broader narrative of care that passengers can feel with every sense.



Polaris dinnerware streamlines service and elevates presentation with a sleek, minimalist design