

LATAM redefines Premium Business experience inspired by South America



LATAM Airlines reimagines Premium Business with inspiration from South America

[LATAM Airlines](#) continues its journey of comprehensive transformation across its products and experiences, both at airports and inflight. The goal is to deliver a more cohesive, sophisticated and authentically Latin American experience for all passengers who choose to fly with the airline, the October 23 press release said.

Starting December 1, Premium Business passengers will experience a reimagined onboard offering, featuring redesigned service elements that reflect a refreshed vision centered on design, hospitality and a genuine connection to the region. The new color palette—drawing inspiration from the blues of the Pacific, the greens of the Amazon and the warm tones of the desert and Andes—aims to convey the warmth, diversity and sophistication of South America.

“With this new concept, we aim to redefine onboard hospitality through a Latin American lens. We want every interaction to reflect the warmth, elegance, and authenticity of our region. This redesign not only raises our service standards but also celebrates the best of South America through an exclusive, personalized, and deeply connected experience,” said Paulo Miranda, Vice President of Customers at LATAM Airlines Group.

The Premium Business cabin will showcase a renewed proposition that blends enhanced comfort, design, and hospitality. LATAM has identified several core elements that will be reflected in the onboard service from December 1. The LATAM Group will introduce new protocols focused on more

personalized, high-standard service. Additionally, passengers will enjoy an upgraded coffee experience, three-course lunch or dinner menus and a fully redesigned cocktail selection. Regarding design, all elements used by passengers have been reimagined to offer a more elegant presentation aligned with the cabin's new aesthetic.

The visual identity draws on three design concepts: contrasting color blocks that evoke adventure and warmth; expressive patterns integrated into every detail to convey character; and airy neutral tones that combine warm colors and soft textures to create a sense of spaciousness, cleanliness, and sophistication.

As part of this renewal, new amenity kits have also been introduced, crafted with close attention to detail. The concept blends nature and conscious luxury to offer an authentic and sophisticated experience, aligned with Latin American identity. The kits feature cosmetics by Costa Brazil, a brand renowned for its sustainable focus and inspiration drawn from the natural resources of the Amazon.