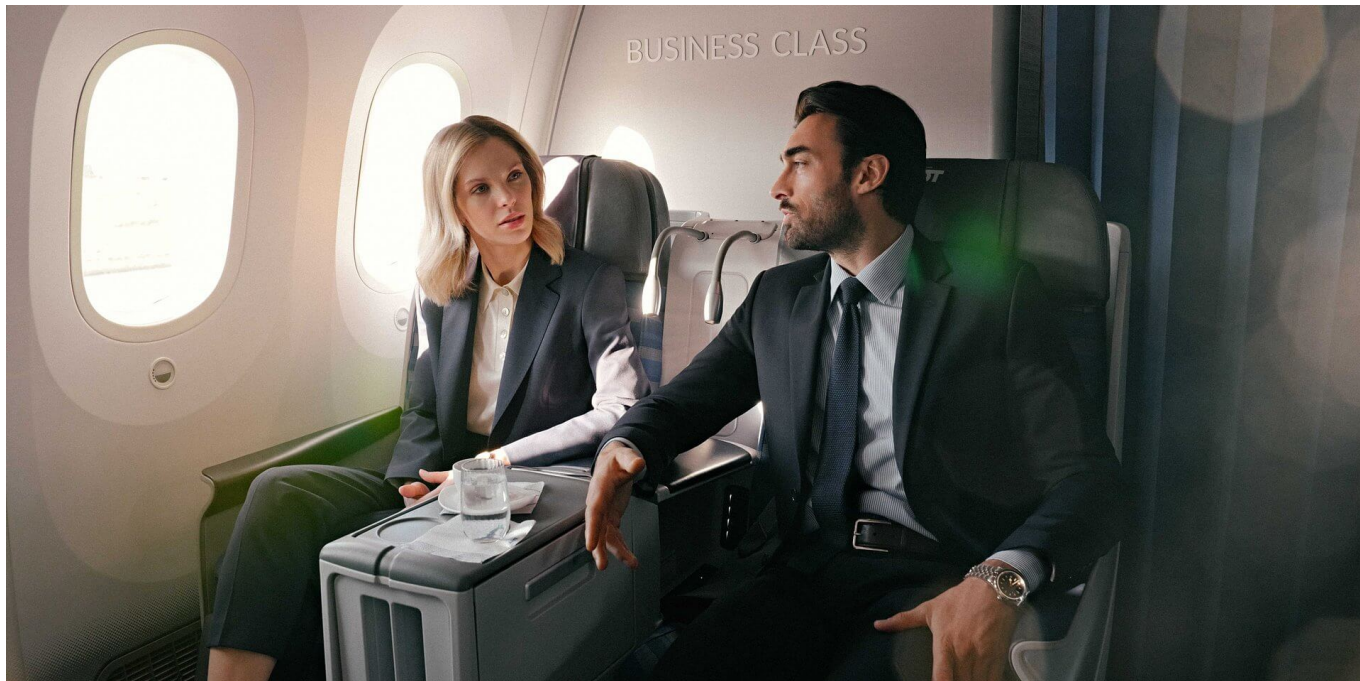


LOT Polish Airlines refreshes long-haul Business Class experience with Polish brands



LOT Polish Airlines is introducing revamped Business Class amenity kits, HDRÈY skincare and new headphones on long-haul flights, while extending its Bolesławiec pottery service to Seoul

[LOT Polish Airlines](#) is refreshing its long-haul Business Class offering with new amenity kits, Polish skincare products, upgraded headphones and the expansion of Bolesławiec pottery service to flights to Seoul.

The changes form part of the carrier's focus on a more cohesive premium experience built around quality, functionality and Polish craftsmanship.

"Crafting the LOT Business Class experience resembles working on a well-designed space - what matters is not just one eye-catching detail, but the well-matched character of all aspects of the journey. All new products, from pottery to cosmetics and headphones, have been introduced with the goal of creating a consistent and refined whole. Collaboration with Polish brands is a natural part of this approach. Thanks to them, we are setting a standard that is showcased on board our aircraft and promoted globally. Ultimately, the passengers are the ones who will judge the final outcome of the changes. We do hope they will discover what was our guiding principle - attention to quality, functionality, and the tiniest of details," said Izabela Leszczyńska, Director, Product Development and Customer Experience Office, LOT Polish Airlines.



LOT Polish Airlines' refreshed Business Class amenity kit includes Phenomé face cream, lip balm, facial mist and eye patches, alongside an eye mask, earplugs, a toothbrush and socks

Amenity kit refresh

LOT Business Class passengers will receive newly designed amenity kits in navy blue or copper, continuing the airline's collaboration with Polish cosmetics brand Phenomé. The kits include face cream, lip balm, facial mist and eye patches, alongside updated comfort accessories such as eye masks, earplugs, toothbrushes and socks.

"As the owner of the Phenomé brand, I consider the fact that our cosmetics - designed and manufactured in Poland - accompany passengers aboard LOT flights to be a true and unique privilege. We receive numerous warm comments from travelers and inquiries about the cosmetics they come across on their flights. It is worth noting that this particular series is available exclusively in LOT Business Class. When creating this edition we were guided, as is always the case, by a desire to achieve a high level of quality and pleasure. That is why we relied on proven, natural ingredients, strong moisturizing properties, and subtle fragrances. I am also glad that passengers are offered everything they need to soothe and take good care of their skin on long-haul flights. They receive face cream, lip balm, eye patches, and even a mist solution I recommend to be applied several times during the flight," said Aldona Luterek, CEO, Phenomé.

Passenger research conducted through LOT's Insight panel informed the final product selection. From August, the kits will also feature Woody Forest deodorant from Polish brand Maroko Produkt for six months.



From August, LOT Polish Airlines will offer a three-step HDREY skincare ritual—Full HA Micellar Water, Glass Skin MASK and Glass Skin SERUM—on all long-haul Business Class flights for 12 months

HDREY skincare and upgraded headphones

From August, LOT will introduce a three-step HDREY skincare ritual on all long-haul Business Class flights for 12 months. The offering comprises Full HA Micellar Water, Glass Skin MASK and Glass Skin SERUM. Selected HDREY products will also be available through LOT's SHOP&MORE inflight catalogue and online store.

"For me, collaborating with LOT is a huge honor and a great source of pride. The airline's brand boasts a long history. It is also a symbol of quality, trust, and prestige. Therefore, I am thrilled that HDREY products may serve as a foundation of this partnership. I am also convinced that LOT passengers will appreciate and love the high quality of the HDREY range. I believe this is just the beginning of our journey together, with many inspiring projects lying ahead," Rafał Afanasjef, Founder and CEO, HDREY.

New ergonomic Business Class headphones with soft ear pads will also arrive in August. Active noise cancellation will be added as aircraft are retrofitted. LOT is replacing plastic headphone packaging with paper wrappers, while also introducing new headphone models in Premium Economy and Economy Class.



LOT Polish Airlines will introduce new ergonomic Business Class headphones in August, with active noise cancellation to follow as aircraft are retrofitted

Bolesławiec pottery reaches Seoul

Since July 1, Manufaktura in Bolesławiec tableware—previously used on LOT's Tokyo service—has been introduced on Warsaw and Wrocław services to Seoul in both directions. The Polish-made pottery will be used to serve Far East-inspired dishes, with selected items also introduced in Premium Economy.



Since July 1, LOT Polish Airlines has used Manufaktura in Bolesławiec tableware to serve Far East-inspired meals on Warsaw and Wrocław flights to Seoul