

Video clip: Inside American Airlines' Flagship Suite Preferred

In conversation with Dr. Joe Leader, APEX Group CEO (left), and Rhonda Crawford, American Airlines' Senior Vice President of Customer Experience Design and Strategy, on the IFSA Global EXPO showfloor

[American Airlines](#) put its premium passenger experience in focus at [IFSA Global EXPO 2026](#), showcasing its Flagship Suite Preferred® alongside its approach to onboard dining and its Centennial amenity collection, developed with [FORMIA](#).

In a six-minute interview filmed inside the suite at the show, Rhonda Crawford, American Airlines' Senior Vice President of Customer Experience Design and Strategy, joined APEX Group CEO Dr. Joe Leader to discuss how design, technology and service shape the airline's passenger experience.

With *PAX International* in attendance on the showfloor, Crawford highlighted the suite's privacy, comfort, storage and technology, describing how these elements come together to create American's most luxurious product yet.

"It is that feeling of luxury and being wrapped in a cocoon. It really is our most luxurious product yet, with all of the thoughtful touches and designs," she says.

The conversation also explored how food, beverage and amenities contribute to the wider journey, extending the airline's attention to detail beyond the seat itself.

Among the products featured was American's Centennial amenity collection, developed in partnership with FORMIA. The companies have worked together since 2018.

"These are our Centennial amenity kits that we designed in partnership with FORMIA, and we have been so excited about them. They have been super popular and really thoughtful in the design, the products, and even down to the interior," Crawford said.

Wilbert de Louw, CEO of FORMIA, highlighted the shared priorities behind the longstanding collaboration.

"Since 2018, our partnership with American Airlines has reflected a shared commitment to enhancing the passenger experience. American consistently sets a high standard through its attention to detail and drive to evolve. We are honoured to work alongside their team and contribute to the thoughtful experiences they create for their passengers."

American's onboard dining also received recognition at IFSA Global EXPO 2026, where the airline won the inaugural [Best Food & Beverage - Meal Service](#) award for its onboard meal offering.

Find more images from the showfloor below:



Dr. Joe Leader, APEX Group CEO (left), and Rhonda Crawford, American Airlines' Senior Vice President of Customer Experience Design and Strategy, in conversation on the IFSA Global EXPO 2026 showfloor





Rhonda Crawford, American Airlines' Senior Vice President of Customer Experience Design and Strategy holding a Centennial amenity collection bag, developed with FORMIA



The FORMIA team at its IFSA Global EXPO 2027 booth