

American Airlines marks centennial with commemorative sleepwear collection



Three sleepwear tops displaying historic American Airlines logos from different eras

[American Airlines](#) has unveiled a special edition sleepwear collection to celebrate its 100th anniversary, introducing the range at the World Travel Catering & Onboard Services Expo ([WTCE](#)) 2026.

Launched on April 15, the date of the airline's centennial, the collection forms part of broader celebrations marking a century of innovation, service and global connectivity. Developed in partnership with [Buzz](#), the sleepwear is designed exclusively for premium cabin passengers and blends heritage-inspired design with modern comfort.

The collection features three distinct designs, each incorporating a historic American Airlines logo representing different eras of the carrier's evolution. The branding elements aim to give passengers a wearable connection to the airline's history, from its early beginnings to its current position as one of the world's leading carriers.



Blue marle sleepwear set featuring the 100th anniversary logo

The sleepwear is presented in a blue marle fabric with minimalist styling, offering a clean, contemporary look while maintaining a soft and breathable feel. Each set includes coordinated tops and bottoms and is packaged in a drawstring bag, reinforcing a focus on practicality and premium presentation.

Beyond comfort, the collection is positioned as a commemorative keepsake. By combining archival branding with modern materials and design, American Airlines is using the onboard product to tell a broader story about its legacy and future direction.

The initiative reflects a wider trend among airlines using soft product design to enhance the passenger experience while reinforcing brand identity. In this case, the centennial collection serves both as an inflight comfort item and a symbolic marker of the airline's 100-year milestone.