

Buzz brings new amenity kits to United in collaboration with Away



Buzz tells *PAX International* that starting today, travelers flying in premium cabins on [United Airline's](#) long-haul international and premium transcontinental routes will be the first to experience co-branded amenity kits designed exclusively for the airline by global travel lifestyle brand [Away](#), in collaboration with [Buzz](#).

Inspired by Away's iconic suitcases and versatile accessories, United will offer three versions of the amenity kits, each with custom travel essentials and [Sunday Riley's](#) United-exclusive range of clean, cruelty-free skincare products. The collaboration signifies the first time Away, the global travel lifestyle brand, has partnered with a commercial airline.

"As travel demand continues to rise to unprecedented levels, travelers are seeking comfort and quality now more than ever when they fly—that's why we chose to partner with Away," said Luc Bondar, vice president of marketing and loyalty and president of MileagePlus at United. "Away's mutual commitment to making travel more seamless, elevated and modern design aesthetic is in perfect harmony with United's brand, and we're thrilled to have the opportunity to be the only airline to provide this unique offering to our customers."



Hard Pod kit and Sunday Riley products

Together, United and Away designed each amenity kit to be the perfect accessory for customers to freshen up on long flights and reutilize on future journeys. The Away amenity kits offered include:

- **Hard Pod:** For travelers flying in United Polaris business on long-haul international flights. The sturdy shell and interior elastic band will help keep belongings organized.
- **Sports Pouch:** For travelers flying in United Premium Plus on long-haul international flights. Featuring a soft, protective material you can keep all your belongings organized—including your other travel essentials.
- **Zip Case:** For travelers flying in United Business on premium transcontinental flights. The water-resistant kit for transcontinental premium travelers is an ideal solution for storing liquids and moving quickly through airport security lines.



Sports pouch



Zip pouch

"We are thrilled to partner with United to bring Away's thoughtfully designed products to United travelers around the globe," said Melissa Weiss, Away's Chief Marketing Officer. "United's mission to connect the world and their dedication to making travel as effortless as possible aligns with Away's mission to create a more open world by making travel easier. We are certain this unique relationship between our two companies will do just that, making the travel experience more seamless for journeys near or far."

In addition to co-branded personal care essentials like earbuds, an eye mask, and a dental kit, the Away amenity kits will include United's Inflight Remedy skin-care products from trusted partner and customer-favorite Sunday Riley. Sunday Riley custom developed the In-Flight Remedy line to offer United passengers, high-end skincare products on long-haul international flights and transcontinental flights. Formulated with hydration in mind to meet flyers' needs for increased moisture as they travel, each amenity kit includes a variety of Sunday Riley products, from face creams and cleansing cloths to hand creams and lip balms.

Last month, United unveiled its first brand advertising campaign in nearly a decade ["Good Leads The Way"](#), which highlights the airline's determination to be a force for good not only for customers, but also for the communities it serves.