

FORMIA talks bringing better sleep solutions to airline cabins through design

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The Missoni sleep products for Delta Air Lines, featuring an intricate jacquard weave, double-layer piping and superior wash durability

In the world of air travel, few experiences are as universal—or as elusive—as a good night’s sleep in the cabin. As airlines compete to elevate passenger wellness, the focus on sleep has evolved far beyond basic comfort. It is now a central part of the onboard brand experience. Recognizing this, [FORMIA](#) has made passenger comfort and rest a cornerstone of its design philosophy, creating thoughtful sleep products that merge comfort, functionality and brand storytelling.

“At FORMIA, we see sleep as one of the most immersive and personal elements of the inflight journey,” says Roland Grohmann, CEO and Managing Partner. “This makes it one of the most powerful opportunities to create an elevated onboard experience rooted in genuine comfort and care.”

FORMIA's airline partnerships begin with a shared understanding of what "better sleep" means for its passengers. By aligning with an airline's service philosophy, the company ensures its solutions reflect not only the desired level of comfort but also the broader brand experience. From data-driven material testing to collaborations with premium design houses, FORMIA's approach combines science and storytelling to help airlines turn inflight sleep into a dream come true.



Roland Grohmann, CEO and Managing Partner, FORMIA

Expanding into textiles and bedding

FORMIA's expansion into the textile and bedding category marks a significant step in its evolution from amenity supplier to end-to-end comfort curator. The company now designs and manages a full suite of sleep products—from pajamas and slippers to blankets, pillows and duvets—crafted to deliver an experience of cohesive, branded comfort.

"Expanding into textiles was a natural evolution of what FORMIA has always done best: designing brand-led comfort experiences inflight," Grohmann explains.

Through textiles, FORMIA now extends that creative cohesion across bags, cosmetics, bedding, sleepwear and lavatory items—transforming an array of comfort products into a complete comfort ecosystem.

Grohmann puts it eloquently, telling *PAX International*, "Wherever you look along the journey, you see that constant storyline woven throughout."

Operational excellence at global scale

With a portfolio of more than 100 global brand partners, FORMIA brings together airlines and lifestyle or luxury brands that align with the airline identity. The result is a consistent brand story passengers can see, touch and feel—from the lounge to their seat.

As Grohmann explains, FORMIA manages every step—design, sourcing, testing and logistics—under one roof, ensuring creative cohesion and consistent quality for global airline customers.

Its diversified production network, spanning Asia, the Middle East and the Americas, enhances agility while reducing logistics costs and carbon footprint. FORMIA works with SMETA-audited suppliers and incorporates renewable energy into manufacturing processes—supporting both airline efficiency and sustainability commitments.

“It is this balance of creativity, scale and responsibility that enables FORMIA to deliver branded comfort experiences that are both distinctive and globally consistent,” Grohmann concludes.

Benchmark in design and performance

FORMIA’s award-winning [Missoni](#) bedding collaboration for [Delta Air Lines](#) serves as a blueprint for how design excellence and operational practicality can work in harmony.

“The Delta x Missoni collaboration proved that design excellence and operational performance can coexist at altitude,” says Ben Hota, Senior Director, Operations and Business Planning. “Working alongside Missoni challenged the FORMIA team to achieve the highest level of aesthetic precision while balancing the practical demands of airline-grade functionality.”

The bedding’s intricate jacquard weave, double-layer piping and superior wash durability set a new benchmark for quality and longevity, explains Hota.

“These partnerships show how FORMIA design translates into feeling,” he says. “Every program becomes a foundation for what comes next, applying the same level of testing, detailing and design discipline across all textile categories.”



Ben Hota, Senior Director, Operations and Business Planning, FORMIA

Tailoring comfort for every cabin

As passengers seek more personalized and meaningful inflight experiences, FORMIA is redefining how airlines use details to differentiate themselves. From the drape of a blanket to the texture of a pajama sleeve, every choice contributes to the sensory identity of the airline.

“FORMIA approaches each program as a design language unique to that carrier, tailoring materials, tones and finishes to make comfort a defining part of the onboard experience,” Hota explains.

By leveraging its global production network, FORMIA can adapt materials and manufacturing processes to align with cultural preferences and regional climates. “For some partners, that means cool, breathable fabrics suited to warmer climates; for others, soft, layered warmth that mirrors a northern aesthetic,” Hota says.

FORMIA’s sleepwear collections continue to evolve toward wearable lifestyle pieces—designed to be worn long after landing. This approach transforms airline comfort items from short-lived utilities into enduring mementos that reinforce both brand value and sustainability, Hota tells *PAX International*.