

Linstol unveils design story behind Atlas of Wonders collection

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[Linstol](#)'s Atlas of Wonders collection captures the essence of global exploration and stories that define the spirit of travel. This curated range of products draws inspiration from diverse regions, reflecting the company's commitment to transcending geographical boundaries through design.

Paula Wines, Creative Director at Linstol and designer of the Atlas of Wonders collection, tells *PAX International*, "Our Atlas of Wonders collection encapsulates the spirit of exploration—celebrating culture, craft and the beauty of the journey."

Wines says the collection was motivated by the design team's experience in addressing global design needs for various international projects, highlighting Linstol's reach and commitment to serving a worldwide clientele.

"Hence the atlas," Wines says playfully.



Paula Wines, Creative Director, Linstol

The collection features a variety of products that showcase local artisanal crafts and innovative designs from around the world. Techniques such as Japan's Kintsugi, textile weaves from South America and jungle vintage prints from Southeast Asia are part of the range. The tote bags take inspiration from vintage atlas maps and incorporate trendy trims representing each region, blending tradition with contemporary style.

Linstol promotes the Atlas of Wonders collection through a multi-channel campaign, including advertising, social media, trade show storytelling and collaborative partnerships. The collection is currently on display at major industry events and will be at IFSA Global EXPO where attendees can view the products up close.

Amenity kits are a key product category in the collection, but Wines highlights that Linstol has several capabilities across all categories, from sleepwear, headphones, blankets and pillows to skincare and serveware products—all with customizable solutions depending on airline preferences.

"What appeals to one airline may not be the same for another," Wines explains. "Ultimately, the choices depend on data and feedback from airlines that understand their customers' wants and expectations for inflight experiences."

Amenity kits contents are determined by the airline's budget and requirements, each selecting

different items: skincare, cosmetics, socks, eye masks. An airline may focus on skincare and cosmetics for hydration and comfort, while another might emphasize high-quality socks or light-blocking eye masks. Linstol carefully selects materials to support sustainability goals, using natural and eco-friendly fabrics such as recycled textiles, leatherette, pure cotton and twill.

“At Linstol we believe travel is more than a journey—it is a story. Atlas of Wonders brings that to life through beautifully designed products that elevate the onboard experience while honoring cultures around the globe,” says Wines.