

Milk signals creative shift ahead of WTCE



The Dune range by Milk

At [WTCE 2026](#), [Milk](#) will unveil its latest portfolio reflecting the changing expectations of today's traveler. The focus for 2026 centers on the evolution of storytelling, materials and passenger interaction for both adult and children's onboard products.

Redefining amenity kits

Milk's amenity kit collections have undergone a significant creative transformation, the company tells *PAX International*. Moving beyond purely functional travel essentials, the new ranges emphasize purposeful content curation, elevated aesthetics and brand-aligned storytelling.

"The agency has refined its designs to reflect contemporary retail trends: cleaner silhouettes, tactile materials and collectable formats that feel relevant beyond the flight itself," the company says.

The content has been thoughtfully reconsidered to prioritize well-being, sustainability and longevity, ensuring each item earns its place within the kit.

Advancing children's engagement kits

Milk's heritage in children's engagement continues to evolve, with 2026 marking a new phase in content development and inclusive design.

"The updated children's ranges place neurodiversity and tactile engagement at the forefront," Milk tells *PAX*.

Educational value, imaginative storytelling and reusable formats have been carefully developed to extend engagement beyond the flight. Visual styling has matured to reflect current publishing and toy-sector trends, moving toward collectable, screen-reduced, creativity-led experiences. Sustainability remains central to every decision; from responsibly sourced materials to modular pack designs that improve supply chain efficiency.



The "Little vloggers" range for children, by Milk

A more holistic creative strategy

Across both adult and children's categories, Milk's evolution reflects a broader strategic shift: products are no longer standalone items, but part of a cohesive passenger journey ecosystem.

Design development begins with behavioral insight and airline brand positioning, ensuring every amenity and engagement concept feels intentional, relevant and commercially viable.

"Our focus for 2026 has been on the evolution of content and style," says Zoe Telfer, Managing Director. "Passengers are more design-aware than ever before. Whether adult or child, they expect products that feel considered, inclusive and aligned with the wider travel experience. We have reimagined our ranges to reflect that shift."

Visitors are invited to explore Milk's latest adult amenity and children's engagement collections at WTCE Hamburg this April at booth 4D21 and discover how thoughtful content development and progressive styling are shaping the next generation of onboard experience.