

Traveling in style with American Airlines

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FORMIA has collaborated with American Airlines to bring luxury amenity kits into the cabin, in partnership with perfumers D.S. & Durga and Shinola, who has created desk clocks from the metal of retired aircraft

Airlines are busily realigning their brand with the ever-changing reality of post-pandemic travel, and for many, this means refocusing sustainability goals.

Last year [FORMIA](#) introduced its sustainability strategy to help airlines achieve their objectives while benefiting the environment and passengers. Headquartered in Hong Kong, the company opened an Americas office in the center of Manhattan earlier this year. Led by the New York team, FORMIA is bringing its sustainability strategy into the cabins of [American Airlines](#).

The collaboration introduces amenity kits for premium cabin passengers in partnership with design brand [Shinola](#) and New York-based perfumers [D.S. & Durga](#). The kits will roll out on flights between the US and London (LHR), with other long-haul international and transcontinental flights to follow throughout the summer.

"We are delighted to have brought together three strong brands to create a partnership that will give American Airlines' passengers a truly unique and purposefully designed kit to take home and re-use," said Roland Grohmann, CEO & Managing Partner of FORMIA. "We pride ourselves in curating meaningful products and experience to enhance the customer journey and beyond, and are super

excited to support the launch of this industry-leading collection."

"At American, we believe that air travel is more than just a means to an end, it's about the whole experience," said Nick Richards, Director of Premium Experience and Onboard Products at American. "That's why we strive to cultivate an atmosphere of well-being onboard, and part of that means delighting our customers and giving them a moment of escape and joy. We believe this collaboration with thoughtful and creative partners does just that. Our customers will disembark with a consciously designed kit that can be reused long beyond their flight."

The First Class International bag is available in navy and black pebble grain faux leather with end-to-end zip opening and spacious interior, ideal as a post-flight washbag. Bags for First Class Transcontinental and Business Class International pay homage to Shinola's wristlet wallet, featuring canvas and faux leather, a splashproof inner lining and two stylish colors (olive and dark navy).

The Business Class Transcontinental and Premium Economy Class amenity bag echoes the distinctive wristlet wallet design in navy, featuring two zipper styles - a subtle, minimalist finish and a more playful contrasting color. Designed in partnership with Detroit-based Shinola and made from recycled PET felt fabric, the bags will satisfy travel smart, sustainability-minded passengers as a must-have accessory. Each bag includes skincare products from D.S. & Durga, with aromas Rose Atlantic and Radio Bombay in lip balms and lotions.

The kits make American the first airline to introduce eye masks and socks made from 100 percent PET fabrics as part of the first initiative of FORMIA's sustainability strategy. The eye masks and socks will carry the Global Recycled Standard (GRS) international certification. FORMIA is absorbing the extra cost of the material, rendering the move to RPET fabric cost-neutral for airlines.

Time flies

As an extension of the partnership, Shinola is creating a desk clock featuring a dial made entirely from the original metal of American's iconic, but now retired, fleet of McDonnell Douglas MD-80 aircraft. The MD-80s were the long-time backbone of American's fleet before it was retired in 2019.

Shinola is creating a limited 1,000 desk clocks, some with a [vintage American Airlines logo](#), some [without](#). Later this summer, Shinola wall clocks will be featured in select Admirals Club lounges.