

Marc Jacobs takes flight with China Airlines



China Airlines x Marc Jacobs Premium Business Class amenity kit

[China Airlines](#) unveiled this morning at [Buzz's](#) WTCE 2026 booth an inflight collaboration with iconic fashion house [Marc Jacobs](#), introducing a collection of design-led amenity kits for premium passengers.

Janet Gibson, Chief Commercial Officer at Buzz, revealed at today's press briefing that the collaboration marks the first time that the New York brand has partnered with an airline on inflight amenities.

"At China Airlines, we are never satisfied with the status quo," said Jenny Tsao, Vice President In-Flight Supply Chain & Marketing Division at China Airlines. "This powerful collaboration with Marc Jacobs and Buzz takes amenity kits to the next level."

Business Class amenity kits

China Airlines' Business Class passengers will receive one of two refined amenity kit designs, each featuring Marc Jacobs' signature Double J hardware, elegant detailing and a detachable branded wristlet that allows the pouch to be reused as a stylish travel accessory.

Inside, passengers will find a curated selection of inflight essentials designed for comfort and convenience. Each kit includes a Marc Jacobs branded eye mask, travel accessories for device organization, personal care essentials and premium skincare, offering passengers a considered set of items to support rest and wellbeing throughout the journey.



The China Airlines x Marc Jacobs Premium Economy Class amenity kit

Premium Economy kits

Premium Economy passengers will receive The Flight Case; a modern amenity pouch available in two vibrant colorways; Lyon Blue and Lemongrass. The design features debossed Marc Jacobs branding, a sleek zip closure and a branded wristlet detail, creating a compact accessory that is both functional and collectible.

Each kit contains a coordinated Marc Jacobs eye mask alongside carefully selected inflight comfort items, including slippers, dental essentials and skincare, providing passengers with a thoughtful set of travel comforts designed to enhance the onboard experience. With its bold colors, refined finishes and reusable design, the Marc Jacobs x China Airlines amenity range introduces a fresh, fashion-led perspective to the inflight environment.

FRAMA skincare

China Airlines has partnered with [FRAMA](#) to help guests arrive feeling refreshed, with skincare created exclusively for China Airlines' Business Class and Premium Economy passengers.

Inspired by FRAMA's signature Herbarium range, the nourishing lip balm and soothing lotion restore balance and hydration, leaving skin soft and revitalized. The Herbarium scent with its woody and zesty notes, embraces the concept of flora preservation, enlightenment, and well-being.

The Marc Jacobs x China Airlines amenity kits will launch on select routes from March 2026, with a full rollout across China Airlines' network from May 2026.



The China Airlines Team with Buzz and *PAX International* at the China Airlines x Marc Jacobs press briefing on April 14, 2026



Jenny Tsao, Vice President In-Flight Supply Chain & Marketing Division at China Airlines (left) and Janet Gibson, Chief Commercial Officer at Buzz