



New Amenity Kits for JAL International First and Business Class

~ World's First Airline Amenity Kits by "ETRO" and "Tatsumura Textile" in Kyoto ~

Tokyo, February 23, 2018 – Japan Airlines (JAL) will introduce new amenity kits for customers in international First Class and long-haul Business Class from late-February 2018. The kits designed by ETRO will be featured in First Class for flights departing and arriving in Japan, as well as in Business Class on flights departing from Japan. ETRO is celebrating its 50th anniversary and will be the world's first airline amenity kit produced by the Italian luxury brand company..



ETRO - First Class



ETRO - Business Class (from Japan)



Tatsumura - Business Class (to Japan)

The Business Class amenity kit featured on flights to Japan was designed by Tatsumura Textile, a famous manufacturer in Kyoto making key contributions to the development of modern textile in Japan. The outer surface of the pouch is made with an original fabric woven with a traditional *Kikko* pattern (*1) and ornamented with an elegant *Setsugekka* (*2) textile design with JAL's *tsuru* (crane) motif. The color of the fabric will change every three months to depict the four seasons in Japan (Spring – Blue / Summer – Red / Autumn – White / Winter - Black). This kit embodies JAL's brand values of "Tradition, Innovation, Spirit of Japan" to evoke feelings for the cultural characteristics of Japan.

The JAL Group will continue to embrace the challenge of delivering an inspiring travel experience full of fresh surprises.

【Overview of Service】

<First Class >

- (1) Service period : Starting mid-March 2018
- (2) Applicable routes : Narita=New York, Chicago, Los Angeles
Haneda =New York, San Francisco, London, Paris

<Business Class >

- (1) Service period : Starting late-February 2018
- (2) Applicable routes : Narita=New York, Boston, Chicago, Los Angeles, San Diego, Dallas Fort Worth, Vancouver, Frankfurt, Helsinki, Moscow, Sydney, Melbourne
Haneda=New York, San Francisco, London, Paris
Kansai=Los Angeles

(*1) *Kikko* pattern : a traditional tortoise shell pattern which suggests *Tsurukame* (crane and tortoise), two animals that symbolize longevity

(*2) *Setsugekka* : Snow Moon Flowers - winter snow, autumn moon and spring flowers representing the natural beauty of the four seasons in Japan and expresses the elegant Japanese culture of appreciation for refinement, handed down from ancient times

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