



## Unveiling New Amenity Kits for JAL International Business Class

*Collaboration with MAISON KITSUNÉ and BEAMS*

**Tokyo, August 27, 2019** – Japan Airlines (JAL) today unveiled plans to introduce new amenity kits for customers traveling on the carrier's long-haul international Business Class from the end of August 2019.

For flights departing Japan, an amenity kit designed in collaboration with MAISON KITSUNÉ will be provided for JAL's Business Class customers. MAISON KITSUNÉ was founded in 2002 in Paris by Gildas Loaec and Masaya Kuroki. The word *kitsune* is derived from a Japanese word for fox, and in Japanese folklore, it is said that foxes have the ability to shapeshift into various forms. Staying true to its name, MAISON KITSUNÉ is known as a fashion brand that expresses a fusion of modern and culture. This will be their first collaboration to create an amenity kit for the airline industry.



*Business Class (Flights Departing Japan)*



*Business Class (Flights Arriving into Japan)*

On flights arriving into Japan, the amenity kit is designed in collaboration with BEAMS, a Japanese brand pioneering in lifestyle retailing. The kit features a unique pattern found in popular clothing materials and will introduce a new design every 3 months, as with the four seasons of Japan.

The JAL Group will continue to embrace the challenge of delivering an inspiring travel experience with new products and services.

### **JAL Business Class – Amenity Kit**

Toothbrush / Earplugs / Eye Mask / Tissue / Moisturizing Face Mask / MAISON KITSUNÉ Lip Balm

**Service Period** – from late-August 2019 onwards

#### **Applicable Routes**

- **Tokyo Narita** = Chicago, Dallas Fort Worth, Boston, New York, Los Angeles, Seattle, San Diego, Vancouver, Frankfurt, Helsinki, Moscow, Sydney, Melbourne
- **Tokyo Haneda** = New York, San Francisco, London, Paris
- **Osaka Kansai** = Los Angeles