



New Amenity Kits onboard JAL International First Class

TOKYO March 28, 2014: Japan Airlines (JAL) will provide new amenity kits in First Class on international routes from March 30, 2014.

JAL created new amenity kits in collaboration with LOEWE which is the Spanish high-class brand. This is the first time for LOEWE to collaborate with airline.



Two different types of amenity kit pouches will be introduced separately on inbound and outbound flights, featuring the design with functionality and uniqueness. The new amenity kits will provide passengers with more comfortable in-flight experience.



JAL is continually striving to bring passengers a unique and completely refreshing onboard experience with challenging spirit



<More>

[Outline of service]

1. The start of service: From March 30, 2014
2. Applicable routes: Tokyo (Haneda) = London, Tokyo (Haneda) = Paris
Tokyo (Narita) = Frankfurt, Tokyo (Narita) = Los Angeles,
Tokyo (Narita) = New York, Tokyo (Narita) = Chicago
Tokyo (Narita) = Jakarta
3. Applicable class: First Class on International routes
4. Products: Amenity kits in collaboration with LOEWE

<Pouch>

Fabric: Canvas on outbound flights, corduroy on inbound flights

Colors:

	Spring and summer	Autumn and winter
Outbound flights	Beige	Brown
Inbound flights	Camel	Moss green

<Items>

Toothbrush set, mouth wash, earplugs, eye mask, towel, lip cream, brush, moisture mask, pocket tissue etc.

END