"JAL Sky Bespoke" to be Introduced for In-flight Sales on International Routes

TOKYO April 30, 2014: Japan Airlines (JAL) decided to introduce "JAL Sky Bespoke" on its medium-haul and long-haul international routes from May 1, 2014.

"JAL Sky Bespoke", is a special plan designed by Mr. Kundo Koyama who is the general advisor of new JAL products and services. Bespoke is derived from "be spoken" which means the unique products created by craftsmen possessing high technology with essence of tradition according to customers' view. As the first installment of total six in this series, JAL will introduce buffing glove in JAL limited color as in-flight sales item, made by John Lobb who is the well-known bootmaker for the British royal family.

Based on the concept of "providing customers with eternally favorite items", JAL is striving to deliver unforgettable in-flight shopping experience on every journey.

JAL continues taking challenges to bring customers with more innovative products and high-quality services.

Outline of "JAL Sky Bespoke"

1. Applicable period and routes

   May 2014 ~ April 2015
   (New products will be introduced every two months)

2. Basic concept

   In cooperation with Mr. Kundo Koyama, the general advisor of new JAL products and services and famous Broadcast writer, JAL will introduce more original and top quality brands from the world for in-flight shopping.

3. New product introduced between May and June 2014

   Buffing glove in JAL limited color made by John Lobb

   More information about the related products, please check "JAL SHOP"-the catalog of in-flight duty free items)

4. Contact for in-flight sales

   TEL: 0120-25-4716
   Contact number when calling international or from a mobile phone: +0081-(0)3-3458-9131
   Operating hours 09:30~17:00
   (Closed Sat. Sun, Holidays and between Dec. 29 and Jan. 3)

ENDS

Journalists with media enquiries please contact the press office: jian.yang@jal.com /
Tel: +81-3-5460-3109 / www.jal.com/en/corporate/

member of oneworld

<Reference>

KUNDO KOYAMA
(The general advisor of new JAL products and services)

Born in 1964 in Kumamoto Prefecture. Broadcast writer and script writer. His major works for television include "Humiliation of Canossa", "Iron Chef" and "New Design Paradise". Wrote the screenplay of "Departures" (Japanese title: "Okuribito") which won many awards. Currently head of the Project Design Department at Tohoku University of Art and Design's School of Design where he also teaches as a professor. Head of N35 inc. and Orange and Partners Co.

JOHN LOBB

John Lobb Bootmaker was found by John Lobb, who opened a shop in London in 1866, following the success of the London base, he opened a shop in Paris in 1902. The company continues to maintain its bespoke shoe-making tradition, while also retaining core bespoke principles in the manufacture of its expanding ready-to-wear collection of shoes and leather goods. John Lobb Bootmaker has been in business for almost 150 years.

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