

American Revamps Amenity Kits with Brands Rooted in Thoughtful Design and Creativity

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FORT WORTH, Texas — Travel has the power to create lasting memories and connect us with the world, but the spirit of travel doesn't have to stop when the journey is complete. American Airlines is introducing new onboard amenity kits for premium cabin customers in partnership with Shinola and D.S. & Durga. These thoughtful and creative partners will help keep memories of customers' travels top of mind, even when customers aren't flying 35,000 feet in the air.

- Shinola to design bags exclusively for American
- Perfumers D.S. & Durga celebrate travel with unique scents
- Launch kicks off with limited-time Shinola Mad Dog Desk Clock for purchase

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"American often seeks brands that are rooted in creativity, especially those that celebrate travel before, during and after the actual journey," said Clarissa Sebastian, Managing Director of Premium Customer Experience and Onboard Products. "D.S. & Durga and Shinola underscore what we value in our partners at American — the ability to inspire connection with people or places that matter and experiences that enrich us."

Founded in Detroit, Shinola is a luxury design brand with an unwavering commitment to crafting products that are built to last, including world-class watches and premium leather goods. The new amenity kit bag was meticulously

designed exclusively for American to get customers from place to place in style, while also offering the functionality to be repurposed post-flight to collect keepsakes or organize essentials for future journeys.

Brooklyn, New York-based D.S. & Durga are perfumers known for transportive fragrances with rich narratives. The amenity kits include aromas Rose Atlantic and Radio Bombay in lip balms and lotions. Rose Atlantic is inspired by summers on the New England coast with aromas of wild rose and the salty sea. Radio Bombay is described by the perfumers as a journey to the ol' days of Mumbai as "hot copper tubes warm the soft wood releasing the blooms of musk, cream, peach, ambrette, coco and cedar distillates."

The new amenity kits, which are pouches of personal care items wrapped in sustainable packaging that American provides for premium customers on long-haul international and transcontinental flights, begin rolling out today on flights operating between the United States and London (LHR). This includes service to LHR from Dallas-Fort Worth (DFW); Miami (MIA); Chicago (ORD); Los Angeles (LAX); Charlotte, North Carolina (CLT); New York City (JFK); Philadelphia (PHL); and Seattle (SEA). The kits will roll out across other long-haul international and transcontinental flights throughout the summer.

Flagship First

Flagship Business

Premium Economy

SHINOLA-CREATED MAD DOG DESK
CLOCKS

Shinola has a reputation for assembling world-class clocks with an affinity for unique design. As an extension of our partnership, Shinola is creating a desk clock featuring a dial made entirely from the original metal of American's iconic, but now retired, fleet of McDonnell Douglas MD-80 aircraft. The MD-80s were the long-time backbone of American's fleet, carrying customers on life's journey for more than 35 years before it was retired in 2019. Each dial is unique and bears small markings from the aircraft's decades of service. Clock dials are hand-cut and repolished under the watchful eye of Moto Art in California, with final assembly in Shinola's Detroit factory.

Shinola is creating a limited 1,000 desk clocks, and there are two options to snag one. Customers can purchase an MD-80 desk clock with a vintage American Airlines logo at [this link](#) or without the logo at [this link](#). Additionally, later this summer, Shinola wall clocks will be featured in select Admirals Club lounges.

About Shinola

Born in Detroit, Shinola is a design brand with an unwavering commitment to crafting lasting products, from watches to leather goods and even a hotel. We celebrate timeless design and thoughtful craftsmanship with products and stories that inspire people to live well and be confident in a style that is uniquely their own.

About D.S. & Durga

D.S. & DURGA creates fragrances that live on the level of great music, painting, and literature. A perfume is a world you can return to over and over again — a keyhole into far off places — material and imaginary.

About American Airlines Group

American's purpose is to care for people on life's journey. Shares of American Airlines Group Inc. trade on Nasdaq under the ticker symbol AAL and the company's stock is included in the S&P 500. Learn more about what's happening at American by visiting news.aa.com and connect with American on Twitter [@AmericanAir](https://twitter.com/AmericanAir) and at Facebook.com/AmericanAirlines.