



NEWS RELEASE

A century worth carrying: American and July unveil a heritage-inspired collaboration

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American Airlines and July are collaborating to bring something special to the air with a first-of-its-kind heritage-inspired suitcase collection.

NEW YORK and FORT WORTH, Texas — Get ready to travel in style with a new, fashion-forward collaboration blending 100 years of American's iconic brand with a modern luggage design. Today, American and July are unveiling suitcases featuring showstopping design motifs with premium technology designed to enhance any kind of travel experience.

The collaboration is available for purchase today exclusively on **July's website** and features two design options, each in a Carry On and Checked Expandable luggage size:

- Astrojet™ Blue with cream leather piping featuring a red fabric zipper
- Astrojet™ Red with heritage blue leather piping and zipper

The collection features CaseSafe™ — July's innovative integrated trackable lock, which allows travelers to monitor their suitcase directly via Apple's Find My network or Google's Find Hub. Aerospace-grade German polycarbonate shells feature as standard, alongside a multistop telescopic handle that allows for customizable adjustment across 20 heights and SilentMove™ for the ultimate smooth experience.

Each design also complements the stunning exterior with a bespoke interior combining American's Astrojet™ colors with one of the most-recognized symbols of American's past: the classic Vignelli-designed Silverbird™ logo.

“Travelers have made a deep connection with the American Airlines brand over the past 100 years, and we continue to look for thoughtful ways to bring that connection to life,” said American’s Managing Director of Global Marketing Jacs Wyatt. “Working with July allowed us to transform beloved heritage design elements into a premium collection that celebrates a century of innovation, style and travel intertwined with modern travel innovation.”

The newly released collection comes in two color options.
Both options feature a Carry On and Checked Expandable luggage size.

“American Airlines has been an icon of travel both in the United States and around the world for a century — the kind of legacy that deserves to be celebrated,” said July Co-founder Athan Didaskalou. “It’s been fun exploring elements of nostalgia, iconography and innovation together. I think the result is a beautiful celebration of the romance of travel.”

The July and American Airlines collection is available starting today while supplies last, priced at \$345 for the Carry On and \$425 for the Checked Expandable.

The designs reflect a century of flight with American blended with modern travel features.

This is the latest licensed collection in American’s lineup of premium lifestyle products. The American Airlines brand has been a crucial part of inspiring travel with the magic of flight for a century. In response to strong affinity for the brand, the airline has thoughtfully created — and will continue to foster — collaborations that reflect the innovative history of the carrier in a premium, forward-looking manner.

About American Airlines Group (NASDAQ: AAL)

American Airlines is a premium global airline connecting more of the U.S. to the world. With roots tracing back to an air mail carrier in the Midwestern United States in 1926, American now operates more than 6,000 daily flights to more than 350 destinations in more than 60 countries and serves more than 200 million customers annually. Powered by a proud and talented team of 130,000 aviation professionals, American’s team lives out the airline’s purpose of caring for people on life’s journey every day.

The world’s largest airline proudly celebrates its centennial year in 2026, reaching a milestone that reflects a century of innovation and the Forever ForwardSM spirit that changed the industry and the world. American introduced the first scheduled air cargo service, the first airport lounge and the first airline loyalty program and continues to reinvent the customer experience today. The airline is also a founding member of the oneworld alliance, whose members serve more than 900 destinations around the globe.

Get the latest about American at news.aa.com and [@AmericanAir](https://twitter.com/AmericanAir).

About July

Founded in Melbourne by frequent flyers Athan Didaskalou and Richard Li, July began by reinventing the travel experience with beautifully functional luggage, designed with durable German polycarbonate shells, signature SilentMove™ wheels, and lifetime warranties. That innovation carried through to CaseSafe™, the brand's integrated, trackable TSA lock now featured across select July bestsellers, including the new American Airlines x July collection. Today, the brand continues to reimagine the way people move through the world, expanding into a full ecosystem of travel and lifestyle essentials that combine innovation, simplicity, and enduring design.