



NEWS RELEASE

From runway to runway: American Airlines debuts limited-edition amenity kits by Hollywood designer Brandon Blackwood

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FORT WORTH, Texas — Designer Brandon Blackwood has dressed Hollywood's hottest stars, racked up industry awards for his handbag and footwear designs, gone viral across social media platforms — and now he's soaring to new heights with the launch of amenity kits created exclusively for American Airlines customers. The ultimate ready-to-wear accessory, Blackwood's amenity kits will be available on select American flights beginning later this month.

Through early September, premium cabin customers on American international and select transcontinental flights will be greeted by a complimentary Blackwood-designed amenity kit at their seat:

- Flagship® First and Flagship Suite® Preferred seats: A compact travel version of Blackwood's trademark Portmore handbag, featuring the same structured design in denim and wraparound zip closure
- Flagship® Business and Flagship Suite® seats: A travel pouch with flair, the black kit features red accents along the zip closure and Blackwood's recognizable checkered pattern on the interior
- Premium Economy: Featuring Blackwood's checkered pattern on the exterior in blue and white, this kit is a statement piece for all

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Flagship® First amenity kit

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Flagship® Business amenity kit

"When this opportunity with American Airlines first arose, I knew I wanted to create designs that were familiar to

my brand and could be repurposed as soon as the plane lands,” said Blackwood. “I traveled a lot growing up and used a lot of that inspiration in my designs, so it feels like a full-circle moment seeing my bags in flight and bringing innovation and creativity together.”

The Brandon Blackwood amenity kits are the latest to join American’s line of limited-edition kits. The most recent limited-edition kit featured a Raven & Lily red, white and black amenity kit in partnership with Stand Up To Cancer, helping American and its customers raise more than \$4.3 million for the organization.

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Premium Economy amenity kit

“Brandon’s bold, fashion-forward designs are the perfect addition to our amenity kit collection, especially as we see our premium customers skewing younger, which is in line with Gen Z investing in luxury items and experiences,” said Heather Garboden, American’s Chief Customer Officer. “From the designers we partner with to the brands we feature on board, American is committed to giving travelers something new to discover and explore well before they get to their destination.”

Customers on European **getaways**, like Chicago to Naples, Italy; Charlotte, North Carolina, to Athens, Greece; and Philadelphia to Edinburgh, Scotland, can get their own kits when flying in premium cabins. Not crossing the pond this year? Customers on Flagship® transcontinental and Hawaii flights can also score an amenity kit when traveling in premium cabins. American offers Flagship® service to a variety of international destinations:

Flagship international destinations

Asia
Australia
Europe
Middle East
South America (Argentina, Brazil, Chile)

Front row vibes with the AAdvantage program

Whether customers have a newfound enthusiasm for the world of loyalty or they’re seasoned pros, the AAdvantage® program makes it easy to enhance any travel journey. Joining the **AAdvantage® program is free**, and members enjoy benefits right away.

Customers can treat themselves by buying up into the next cabin or using miles to help unlock access to these enhanced premium experiences, including lounge access and premium cabins featuring the new inflight amenities. Status members may also receive complimentary upgrades, further enhancing their premium travel experience.

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