



**Best Overall**  
First Class — Emirates (women)



**Best Overall**  
First Class — Emirates (men)



**Best Overall** Business Class — V Australia (women)



**Best Overall** Business Class — V Australia (men)

# A Case of *Luxury*

Global Traveler announces the winners of its first- and business-class amenity kit survey.

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PHOTOS BY CHRISTOPHER P. OTTAUNICK

The votes have been tallied. The results are in. *Global Traveler's* expert team chose the best amenity kits in the sky. Eighteen airlines participated in this year's survey: Aeromexico; airberlin; Air Canada; Air Tahiti Nui; Austrian Airlines; Delta Air Lines; Emirates; Etihad Airways; Finnair; Qatar Airways; Singapore Airlines; South African Airways; Swiss International Air Lines, Ltd.; TAM; Turkish Airlines; United Airlines; US Airways; and V Australia. After carefully examining the offerings, the GT team selected its favorites.

**OVERALL, WE WERE** impressed with the quality and variety of products offered in the amenity kits. Familiar brands, including Axe and Schick, appeared frequently. Singapore Airlines' kit features strictly Kiehl's products. The white Kiehl's logo on Singapore's black bag is more visible than the airline's small black logo. Though visually unappealing, Kiehl's leafy Calendula Herbal Extract Toner took the lead for first-class spa product.

V Australia features spa products from Australian company Grown. Sumptuously scented with notes of citrus, herbs and vanilla, the hand cream scored highest among all business-class spa products.

**Best Packaging** First Class —  
Swiss International Air Lines, Ltd.



**Best Packaging** Business Class —  
Emirates (women, left; men, right)



**Best Spa Product** First Class — Singapore Airlines (Kiehl's)



**Best Spa Product** Business Class — V Australia (Grown)



Qatar received an honorable mention for its Molton Brown products; however, its bag was a bit small.

Gender-specific kits were few and far between, with offerings from only V Australia, Emirates, Etihad Airways, TAM and airberlin. The main distinction between these kits was the presence of shaving products for men. Despite being impressed with Emirates' kits, we found the bags hard to open, particularly the men's leather first-class kit. United's bag comes with a built-in hook for easy use in the lavatory. We found Swiss International Air Lines' sturdy bags among the most reusable in the bunch. Air Tahiti Nui's chic square-shaped bag features its flower logo but not the airline's name — perfect for reusing. Ease of use and potential for reuse were important features to the team.

**IN AN EFFORT** to go green, some airlines are cutting back. United and SWISS advertise items not included in their kits — shaving necessities and sewing kits, for instance — are available upon request. **Finnair** aims to put forth an eco-friendly product. In a landslide victory, their aromatherapy pillow won most unexpected item. The pillow contains Swiss pine curls, similar to woodchips. The scent is faint, the rustling noise is not.

Many airlines are in the process of updating their amenity kit offerings. Several unveiled new kits earlier this year. Others plan to roll out new designs and products later in 2012.

## And the Winners Are ...

### Best Overall

First Class — Emirates  
Business Class — V Australia

### Best Men's Product

Emirates — Razor

### Best Women's Product

V Australia — Grown  
Facial Moisturizer

### Best Packaging

First Class — Swiss International  
Air Lines, Ltd.  
Business Class — Emirates

### Most Unexpected Item

Finnair — Aromatherapy Pillow

### Best Spa Product

First Class — Singapore Airlines (Kiehl's)  
Business Class — V Australia (Grown)

## Know Before You Go

Forget to pack lip balm? Did your pen run out of ink? Know what to expect from your amenity kit before you arrive at the gate.

### Aeromexico

(Business class, unisex)  
Comb, drawstring bag, ear plugs, eye mask, socks, hand cream and lip balm by Korres, toothbrush and toothpaste

### airberlin

(Business class, women)  
Ear plugs, eye mask, slippers, socks, hand cream and lip balm by L'Occitane, toothbrush and toothpaste

(Business class, men)

Ear plugs, eye mask, razor, slippers, socks, lip balm and shaving cream by L'Occitane, toothbrush and toothpaste