

Children's Under 6



Air Astana

- Wonderful concept with imaginative themes expressed with great colours for both boys and girls.
- The bag designs have practical post-flight use for children's iPad, schoolbag or a lunchbox.
- Fun interactive contents, with costume accessories for each theme along with activities to keep children amused.

Children's Thoughts:

The children from our focus groups absolutely loved the 'dressing up' quality of this

kit! They were also particularly drawn to the funky bags and water bottle designs.

Adult's Thoughts:

Judges felt that although the kits had great detail and imagination, the contents were lacking in practicality, especially for onboard use. Some of the activities had a lot of small pieces, or an array of components, that could easily be dropped on the floor or lost down the back of the seat causing problems for parents who want a peaceful flight.



Air Mauritius

- Lovely use of the Dodo motif, and reflective of countries qualities.
- The water bottle, cap and beach ball were acknowledged particularly for their post-flight usability.

Children's Thoughts:

Overall, children loved the elements that could be used at the beach or by the pool. However, girls felt that it was a bit boyish and

overall the children felt that they would be bored onboard because of the lack of activities inside the kit.

Adult's Thoughts:

Judges felt this bag was designed for the purpose of arrival at the destination rather than for onboard entertainment, and that more activities could be considered for future designs of the kit.



Qatar Airways

- The quality of this own branded Oryx Kid's Club impressed both in content and design.
- Fun eye-catching colours suitable for both little boys and girls.
- Great range of activities.
- Inspiring characters for children to have as role models.

Children's Thoughts:

Our focus group of children were absolutely overwhelmed by this offering and didn't know where to start with getting stuck in to the ac-

tivities. They were a big fan of the bags gifted in the offering saying it made them feel cool.

Adult's Thoughts:

The judges were astounded by the superiority of this kit, their only concern from a parental point of view was the mess the small components of some of the offering could make, and as a result could be easily lost. (This could also create more waste for the airline to tidy up and dispose of.)



Silk Air

Children's Thoughts:

The younger children (age 3-4) of our focus group were more receptive to the kit, however those that were aged 5/6 became disinterested quite easily.

Adult's Thoughts:

On face value, the judges feel that perhaps more creativity would elevate this kit

to something more desirable for children. Perhaps by continuing the familiar Odd-Bods characters in the colour-ways of the bag design. The fuzzy felt activity is a great platform to build on and could, with some re-evaluation be more engaging. This along with an activity book and perhaps a soft toy and cards/colouring book would elevate this kit to a more appealing level.

First Class Female



Lufthansa

- Sporty design made with top quality material which effectively encompasses the airline's identity.
- Good detailing with embroidered logo and adjustable strap.
- Stunning cosmetic collaboration with La Prairie.

For a female kit the judges felt it was little too masculine in colour tone and detailing, however feminine in the overall design. Many of the female judges admitted this is something they'd take with them to gift to their

daughter or young female relative post-flight as it has a Lacoste sporty type quality. They also felt it didn't evoke a sense of luxury and this was only achieved on opening the kit to find a range of la prairie cosmetics, which still could've been a little larger to increase the kits gift appeal. Having the essentials on a First Class flight is expected and so they suggested having the more female dominant products included in the kit and the unisex essentials available on request.



Oman Air

- Beautiful elegant design elements with thought behind the specific detailing.
- Top quality Vegan leather.
- Perfect brand alignment.
- Lovely range of cosmetics and good sizing.
- Reusability.

The level of thought and attention to detail that went into the design of Oman's First Class female kit captured the heart of every female judge. Although judges felt, similarly to the First Class Male kit, its content is much

the same as Oman's Business Class Kit, the design brought the kit to a First Class standard. To heighten the level of desirability even more so, judges suggested keeping the female specific amenities as part of the kit but offering the standard unisex amenities on request during the flight. The judges felt this would create more room to increase the gift appeal with perhaps an extra cosmetic product or a much larger sample of the fragrance.



Qatar Airways

- Simple yet classic design.
- Adjustable strap which allows for reusability as a clutch.
- Boutique Italian Bag Brand.
- Boutique Italian cosmetics.

The design shape and reusability was admired by the judges, however they felt the material could've been of a higher quality and perhaps, without its shine would've created a more

sophisticated feel. Similarly to the judges' comments for Qatar's First Class Male kit, they felt the two boutique Italian brands work well together and complement each other effectively. However, they wanted a link to Qatari culture to reflect the airline's middle eastern qualities. Again, the judges said to ditch the travel amenities and have them available onboard.

Gold For First Class Female
Awarded To Oman Air Caroline Blomme, Premium Cabin Category Director, deSter, Hervé Carpentier, Manager Business Development Africa, deSter, Lily-Fleur Bradbury, Features Editor, Amenities Magazine

