

TRAVEL AND HOSPITALITY

## United Airlines revamps sky-bound sleeping experience with Saks, Therabody

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*In the largest overhaul of the airline's international business class since 2016, United Polaris passengers can now enjoy upgraded inflight amenities. Image credit: United*

By LUXURY DAILY NEWS SERVICE

United Airlines is collaborating with top names in luxury to help select passengers get "the best sleep in the sky."

In the largest overhaul of the airline's international business class since 2016, Polaris passengers can now enjoy upgraded in-flight amenities such as sustainable blankets, skincare, eye masks and pillows from U.S. retailer Saks Fifth Avenue, gaining full access to goodies from tech wellness company Therabody as well. The relaxation boost comes as United rises to meet growing demand for overseas travel via network expansion efforts and upgraded services.

"International travel is booming and our customers have direct access to more places around the globe than any other airline with these new amenities, now they'll also have the best experience flying there," said Andrew Nocella, executive vice president and chief commercial officer at [United](#), in a statement.

"We know amenities can really elevate the overall flying experience and are confident United Polaris flyers will love the new wellness-focused offerings created with our best-in-class partners Therabody and Saks Fifth Avenue and increased focus on sourcing recycled materials."

### Inflight, in-demand

Fielded last month, an online survey of American adults conducted by public relations company Ketchum on behalf of the airline found that 61 percent of international travelers book flights with sleep in mind.

In fact, 66 percent of respondents stated that sleep is more important than Wi-Fi access and 74 percent place the ability to rest above being able to binge shows.

Now, travelers can get cozy with the Saks and Therabody product suite, offered both in-airport across United Polaris lounges and onboard as part of the business class experience.



*Saks teamed up with Cameroonian fashion designer Claude Kameni to deliver business-bound customers a limited-edition day blanket. Image credit: United*

First, onboard amenity kits inclusive of high-end face sprays, hand creams, eye serums and cleansing towelettes will soon roll out.

Next, tired fliers can find a large pillow, duvet and extra cool gel pillow in new bedding sets from Saks. The luxury retailer also teamed up with Cameroonian fashion designer Claude Kameni to deliver business-bound customers a limited-edition day blanket.

Launching at the start of next year, the throw is composed entirely of recycled plastic and features a pattern that the influential Black creative dreamt up after winning a competition that determined who would get to work on the project as part of Saks' accelerator program for emerging talents called "The New Wave" ([see story](#)).

A fleet of inflight wellness videos from Therabody additionally advances the airline's lineup, designed to help clients get quality shuteye on their way to their destination.

Also opening this autumn at all United Polaris lounges, Therabody Reset Suites will provide at least one semi-private room filled with technology offerings such as the Therabody Lounger, which combines sound and vibration therapy.

Meanwhile, clients can make use of the many Theraface skin and body care lines that will be positioned throughout Polaris lounge restrooms and showers. Theraguns, relaxing SmartGoggles and RecoveryAir JetBoots that help with circulation will also be made available via lounge valets.



*Therabody is bringing its wellness technologies and Theraface products to United Polaris-affiliated airports and flights. Image credit: United*

Airport lounges in New York and Newark, New Jersey, as well as San Francisco, will be the first to receive these suites in late October. Chicago O'Hare, Houston Intercontinental, Los Angeles International Airport and Washington Dulles will follow.

All of this is exclusive to United Polaris customers, but can also be purchased online by United MileagePlus members so that they can earn miles.

The airline shares that its international bookings are up 20 percent so far this year compared to 2022. Travelers are booking premium cabin seats United Polaris and United Premium Plus 30 percent more than last year as well.

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