

Reborn

Thank you for flying with Japan Airlines.

I was in a meeting the other day, and one of my colleagues was wearing a pochette I hadn't seen before. I asked about the subtle yet eye-catching silver accessory, and learned that it was made from pull tabs from scrap aluminum cans. Upon closer inspection, I saw that pull tabs had indeed been carefully woven into it. I was amazed to see that these items could be reborn into something so chic and functional.

Around the world, people are developing the techniques and ideas for upcycling, the process of giving new value to things that would otherwise be discarded. Waste items are reborn in numerous surprising ways: cosmetics become crayons, tires become sandals, straws become swimwear.

The JAL Group has many of its own aircraft upcycling projects. Some items have outgrown their role in the skies and taken on a second life, such as cabin windows made into stylish chairs and cargo hold wallpaper used to create high-quality card cases. Pieces of aircraft that accompanied passengers on 45,000 hours of journeys, and that our employees meticulously maintained every day,

now serve our customers in a new form. Knowing that these objects get a second chance to serve is both incredibly endearing and reassuring.

We are also thinking outside the box to explore various other types of upcycling, such as allowing used coffee grounds from the lounge to be reborn as craft gin and tumblers.

I hope that together with you, we can truly enjoy doing better things for the planet.

We look forward to serving you on your next flight.

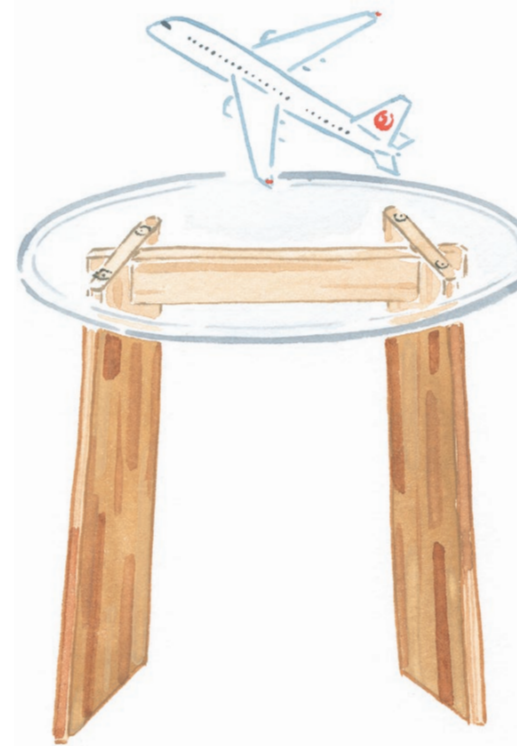
重获新生

非常感谢您乘坐本次航班。

前几天,一起参加会议的同事背着一个独特的斜挎包。朴素低调的银色让人印象深刻,一问才知道,居然是废弃易拉罐的拉环制作的。仔细一看,确实精细地编入了拉环。拉环竟然能重生为这么时尚又兼具功能性的东西……我内心深受感动。

为本该被丢弃的东西重新赋予价值的“变废为宝”技术和理念,正在全世界范围内日渐成熟,化妆品变为蜡笔、轮胎变成拖鞋、吸管变成泳衣等,大量令人吃惊的重生正在实现。

JAL集团也在很多独特的飞机变废为宝的挑战中,产生了如客舱窗户制作的时尚座椅、货舱壁纸制



的优质卡包等,完成空中的职责后又开启第二段人生旅程的东西。陪伴乘客4万5千小时的飞行时间,员工每天努力保养的飞机的一部分,以不同的形式重新陪伴客人,想到这我心中就充满了感激和安心感。

除此之外,我们还让贵宾室中产生的咖啡渣,重获新生成为精酿啤酒和平底杯,诸如此类,我们持续超越现有概念摸索各种类型的变废为宝。

我们也希望能够与乘客携手,享受创意的同时推出对地球友好的各类举措。

衷心期待您再次选乘日航航班。



President and
Group CEO

**TOTTORI
Mitsuko**

Born in Kurume, Fukuoka in 1964. Joined JAL in April 1985 as a cabin attendant. Appointed vice president of the Cabin Safety Promotion Department in 2019, executive officer and senior vice president of the Cabin Attendants Division in 2020, managing executive officer and senior vice president of the Cabin Attendants Division in 2022, senior managing executive officer and senior vice president of the Customer Experience Division in 2023, and representative director, senior managing executive officer, and group chief customer officer (CCO) in June 2023. Assumed her current position in 2024. Loves listening to music and watching historical dramas.

鸟取 三津子 1964年出生于福冈县久留米市。1985年4月进入本公司(客舱乘务员)。2019年任客舱安全推进部部长,2020年任执行董事 客舱本部长,2022年任常务执行董事 客舱本部长,2023年任专务执行董事 客户体验本部长。同年6月就任代表专务执行董事、集团CCO,2024年起担任现职。爱好是音乐鉴赏和日本大河剧(长篇历史电视连续剧)。

ILLUSTRATION: YAMAMOTO YUKO

- 01 Kaleidoscope of Travels
- 02 Japan's Seasons Unfolded

03



Special Feature

FUKUI

Pottery Tour

SKYWARD

English & Chinese
Section

- 10 Spot the Difference
- 11 Wanderlust Japan
- 12 Flight Log

- 80 Economy Class Drinks Menu
- 78 Tips for a Safe and Comfortable Flight
- 75 Route Maps
- 72 Information on Inflight Entertainment Guide

* Page numbering is reversed in the Japanese Section. Magazine information is subject to change.

Inflight
Entertainment
Guide ▶

