



Retch for the Sky

Who says something functional can't be fun? Well, you can't get much more functional than the an airline sick bag, so we decided it was time to inject a little creativity into this familiar item.

We teamed up with multimedia designer Oz Dean who has been running an online competition called 'Design for Chunks' for the last three years challenging designers from around the world to apply their creative talents to this undiscovered art form.

A meeting of minds led to Virgin Atlantic partnering with Oz Dean for the 2004 competition. Hundreds of entries were received from around the world, from which we've chosen 20 designs to appear on our inflight sick bags which will be randomly distributed on every flight for a limited period.

We hope you find the designs fun and interesting - who knows, you might even be tempted to start collecting the whole set!

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