

## PROFILE - LUXAVIATION

# INNOVATING TO STAY AHEAD

Anthony Harrington talks to Luxaviation's Chief of Client Service, Jana App-Sanderling, and Abi Nolan, Marketing Manager, ExecuJet Europe.

**AH:** Luxaviation has found a fairly unique way of adding to its charter revenues via the arrangement it recently announced with luxury villa specialist, Art de Vivre. How did that come about?

**Abi:** This relationship actually has quite a long pedigree. It began some time before ExecuJet was acquired by Luxaviation in May 2015. I met with Julie Gauthier, the founder and director of Art de Vivre when we were both attending a conference on "Doing Business in Switzerland". We got talking and there was an obvious synergy between the clientele who are interested in Art de Vivre's collection of designer villas and chalets around the world, and the high net worth and C-level executives who are our charter customers.

The relationship has now matured to the point where, on World Design Day 2018, our Group CEO, Patrick Hansen, and Julie, announced a formal collaboration and partnership where Luxaviation will provide charter travel to Art de Vivre properties for our clients.

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Jana App-Sanderling  
Luxaviation



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In announcing the partnership, Patrick Hansen pointed out that bringing together the philosophy of top quality service that underpins the Art de Vivre brand with Luxaviation's elite private jet service was simply a natural evolution. Both organisations share the same values of impeccable standards of service combined with the personal touch. The Art de Vivre catchphrase is: redefining the art of travel, and of course, that plays directly to what we do.



**AH: What kinds of properties does Art de Vivre have in its portfolio?**

**Abi:** They literally have properties all over the world, which is another reason why the fit between our two organisations is so good. For example, clients could choose a villa in the Seychelles, or a castle in Scotland. One of their properties is the Castello di Reschio, in Umbria, which stands in its own 1,200 acre estate. Or there is the Domaine de L'Ansa, set in one of Cannes' largest private estates. This is a 43,000 square metre villa that sleeps twelve and has panoramic views of the Côte d'Azur. Flying with us in a Cessna Citation XLS that seats up to nine passengers, a client could be landing in Cannes in two hours from London's Luton Airport.

**AH: Jana, you oversaw a complete redesign of a standardized uniform for Luxaviation's cabin staff two years ago. How is that working out?**

**Jana:** We introduced the new uniforms in April 2016. The idea was to bring back the glamour age of luxury flying in the new design.

However, this was just part of the continuing effort we make on all fronts to provide clients with the highest standards of service. What I constantly reiterate to our cabin staff, whether I am training new people or talking to people who have worked with us for a number of years, is the importance that every flight is seen as an event that is required to go just as well, if not better, than the last.

**AH: Can you elaborate a bit on the thinking behind the design?**

**Jana:** We really wanted to come up with a design that would be reminiscent of a time when air travel was synonymous with glamour and luxury. In creating the look I went back to Dior's iconic 'New Look' hourglass silhouette for inspiration. Frankly, I have been delighted with the response both from our cabin crews and from customers.

The idea was to present an "upscale private jet experience" for customers, both owners and charter customers. Our female cabin crews look both gorgeous and glamorous wearing them. They enable us to provide a really high standard when we welcome and say goodbye to customers. Importantly, the high heels that go with the look are replaced by flat ballet shoes during cabin service. Also the uniforms themselves are of a comfortable, durable material that can withstand long working hours in the air. This frees cabin crew to focus on what really matters, providing outstanding customer service.

**AH: Are the new uniforms just for a select part of the Luxaviation operation?**

**Jana:** No. The new uniforms are an important step towards a common look right across the Group. We followed this up with new pilot uniforms, which follow the same inspirational design.

**AH: Following the acquisition of ExecuJet, Luxaviation has one of the largest global fleets of jets available for charter. That must keep you extremely busy.**

**Jana:** Yes. We have some 150 aircraft in all the major markets apart from North America on charter, out of a total of 270 managed aircraft. But we treat each and every flight as if it was our only responsibility. My team and I go out of our way to ensure that we personalize each trip. For example, some of our clients like to travel with their pets. We will devise a special "doggie menu" for their pet, assuming it's a dog. It is these little touches that make a trip special for each person who is travelling. **[BAM]**

