

# LA COMPAGNIE OFFERS SHOPPERTAINMENT FOR ALL PASSENGERS ON NEW FLEET

News / Airlines



Since October 2019, SKYdeals is available for all passengers onboard La Compagnie's new Airbus A321neo equipped with high-speed Internet 4G+. SKYdeals invites passengers on a journey with brands and shoppertainment experience, providing exclusive and dynamic offers throughout the flight.

SKYdeals provides brand corners with private sales on products and services at destination, dedicated to this business class airline on its route Paris-New York.



**La Compagnie, the first French airline to fly with the new Airbus A321neo, now offers onboard its two new aircrafts an unlimited connection to high-speed Internet (4G+).**

**Following this major development, La Compagnie decided to partner up with the French startup SKYdeals in order to provide a unique digital shopping experience to connected passengers. On the route Paris-Orly / New York Newark, all customers have now access to the e-commerce platform and benefit from exclusive deals available during their flight.**



Since its launch in 2014, La Compagnie has been targeting customers who want to enjoy a Business Class service at the best price on the market. Offering Smart Deals and exclusive offers is also a fundamental pillar for SKYdeals in the development of its catalogue of brands and services.

*"Offering the SKYdeals solution to our customers onboard our Airbus 321NEO was obvious for us. The smart shopping is part of La Compagnie's DNA since its launch, almost 5 years ago. This is also SKYdeals' promise to provide our customers with exclusive and private sales on products and services at destination during their flight. We are, with SKYdeals, creating the next generation of "shopping in the air" through exceptional events, group purchases, flash sales and many other initiatives."* explains Jean Charles Périno, Sales and Marketing Director and co-founder of La Compagnie.

*"We are delighted to deploy the first e-commerce platform for travelers on the Paris-New York line with La Compagnie. Thanks to this partnership, we have a great opportunity to reach premium passengers, sensitive to exclusivity at the best price. The entire SKYdeals team would like to thank La Compagnie for their trust and support. This new deployment is part of SKYdeals' objective to reach, within 5 years, 4% of global air traffic, which counts for more than 200 million passengers per year"* says Julien Sivan, CEO and co-founder of SKYdeals.



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