

# DEER JET FLIES THE 787 DREAM JET TO PARIS

News / Business aviation



## The 787 'Dream Jet' Landed at Le Bourget Airport for An Exhibition of French Artistry and Craftsmanship

For the first time, Deer Jet, the first private jet company of China, flies the 787 Dream Jet to Le Bourget Airport for a three days exhibition between June 28- 30. On this stop of Deer Jet's "Dreams Encounter the World" exhibition, the 787 Dream Jet took French savoir-faire to new heights, displaying the best of the world's capital of fashion and art.

Inspired by the company's philosophy of "Making Travel an Art," the Chinese operator blended the best of East and West in exclusive collaboration with prestigious brands, captivating French and European business travelers with its signature best-in-class services.

## Deer Jet's 'Dream Jet' Display Dazzles in The City of Lights

In September 2016 the 787 Dream Jet began operation, and since then Deer Jet launched a rare exhibition series, “Dreams Encounter the World,” designed to introduce the 787 Dream Jet to a global market increasingly in demand for long-haul premium business travel. At each stop of this tour, Deer Jet customizes the cabin of this unique aircraft to blend the best of its oriental heritage with the local culture of each destination. Deer Jet has already unveiled seven cultures across four continents, landing in Hong Kong, Shanghai, London, Dublin, Doha, Seattle and Marrakech.

Paris, with its reputation as the world’s capital of art and fashion, has become the 8th stop of the 787 Dream Jet. Deer Jet naturally selected France for its rich cultural history, high-end hospitality and signature craftsmanship. These ingredients make up the essence of the contemporary jet-set lifestyle, and the 787 Dream Jet has already attracted the attention of potential customers since the first day of its Parisian layover.

### The Best of Fine Art and Living Takes Flight

Paris is defined by a historically artistic environment, today enhanced the 787 Dream Jet which displayed modern art curated by Galerie Dumonteil. In Paris, Deer Jet is collaborating with Saint-Louis, the legendary French crystal brand with more than 400 years of history. Puiforcat’s silversmiths also display a collection of emblematic silverware boasting more than 200 years of craftsmanship heritage. Deer Jet’s collaborations aim to make history by elevating business aviation to the artistic sphere.

### Using Wings to Bridge Cultures

Deer Jet already has a long history of serving a clientele of discerning business travelers, building upon 22 years of innovation, expertise and experience of the Chinese market. The company endeavors to serve as a cultural and business bridge between East and West, and is now set to introduce its model to global premium travelers.

Deer Jet is merging business aviation, arts and culture on the 787 Dream Jet as a platform to bridge China with the rest of the world. Deer Jet registered the aircraft in Guernsey in order to serve the European and global market. The company has also formed strategic partnerships with the world’s top lifestyle and hospitality brands to craft bespoke travel experiences even down to the smallest of details.

To satisfy the demand for premium travel, Deer Jet has recently launched a collection of “Dream Journeys” combining 787 Dream Jet round trips from Hong Kong to Tahiti, Paris and Rome, and complimentary stays at presidential suites at assorted luxury properties. The company plans to add more itineraries in the future.

Frank Fang, Vice President of Deer Jet said: “We are a bridge connecting discerning customers with the best services and products worldwide, and the 787 Dream Jet will help create many new business opportunities. In Paris, we are honored to celebrate the timeless beauty and elegance of French culture. For us, travel is more than a lifestyle, it’s a philosophy. With the 787 Dream Jet, international premium travel will soar to new heights.”

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