



# LUXAVIATION LAUNCHES INDUSTRY-FIRST SIGNATURE SCENT

News / Business aviation



## New inflight service concept, 'Senses of Luxaviation'

Luxaviation Group, one of the largest private aircraft operators worldwide, is announcing the launch of 'Cité Privée® for Luxaviation', a signature scent exclusively created for use onboard its aircraft and at its ExecuJet-managed FBO facilities.

A first for the private aviation industry, Luxaviation developed the scent with Geneva-based luxury brand Forbidden City® with the aim of establishing a constant emotional connection to the brand and greater sense of familiarity with its clients. 'Cité Privée® for Luxaviation' has been created with essences of Fijian Vanilla, Guaiacum Resin, Beeswax and African Sandalwood.

Jana App-Sandering, Chief of Client Service, Luxaviation, says: "Cité Privée® for Luxaviation' has been designed with our clients in mind, capturing the unifying spirit and essence of the Luxaviation brand. In developing the scent, our touchstone themes included discretion, privacy, safety and culture. The scent's light vanilla base notes and sandalwood heart notes are familiar to all, reminding one of home and their loved ones".

**Cité Privée for Luxaviation will be available to customers across Luxaviation's 270-strong fleet. It will be available for personal use, onboard by the crew and also utilized in its 53 FBOs globally as clients enjoy the VIP lounges and facilities.**

**CEO of Forbidden City John Cooney states: "Creating nuanced solutions for our exclusively unique clientele are part of our brand DNA and the challenge of creating a corporate scent for Luxaviation Group that has to function both in the air and on the ground was a challenge we took with great pleasure."**

Luxaviation's new corporate scent is the first stage in a new inflight service concept, Senses of Luxaviation, jointly developed by Luxaviation and Forbidden City Switzerland. It draws on the five senses to create a signature luxury experience for its clients. The concept will be rolled out throughout 2018.

Patrick Hansen, CEO, Luxaviation, says: "Senses of Luxaviation has been developed to enhance our guests' experiences in innovative and nuanced ways. We take service excellence extremely seriously across all aspects of the Group and we are very proud to be the first business aviation company to develop its own corporate scent. As a leading international operator, we have a responsibility to provide our clients with the very finest service. Drawing on the five human senses does this in a unique, but truly human manner. We are really looking forward to introducing Cité Privée® for Luxaviation".

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