

Brandimage has redesigned all long-haul cabins for Air France offering a unique ‘French touch’ travel experience

Air France is upscaling and setting itself apart. The airline's aim is to offer the highest quality product on the market and provide the best service.

Announcing the new Air France style

Brandimage completely redesigned the cabin environment from La Première to Economy, offering Air France passengers a new travel experience: **the art of traveling French style.**

Brandimage also developed a creative approach with two levels of expression:

1. Permanent elements are treated with a more upscale approach showcasing the brand's attributes to establish and consolidate its leadership.
2. A set of temporary elements incarnate the "French Touch" and the brand's modern dynamic.

La Première Suite



La Première Suite

Brandimage designed the cabin as a timeless world apart, perfectly in line with the current "homely" trend.

- Noble, comfortable and subtle materials have been used: woolen fabrics, raw silk curtains, Corian-inspired tables, and more
- Streamlined and inviting shapes: the seat captures movement in its fluid design whilst the ottoman represents a warm invitation.

Brandimage also created the ranges of accessories to express Parisian elegance, French lifestyle and a discreet luxuriousness:

- a night kit and a comfort kit, so that every La Première guest is as comfortable onboard as they would be spending a night at home.
- a soft cushion decorated with soothingly colored seahorses
- a Givenchy welcome pack designed as an elegant toilet bag, to look one's best throughout even the longest flight

Curves, colors, fabrics and finishes create a unique, sophisticated and refined atmosphere and ensure that La Première suite is a benchmark for luxury First Class cabins.



Photography: Philippe Lacombe
Set design: Carole Gregoris

The Business cabin has been revamped to create a cocoon

Brandimage devised the new Business class to be a world of efficiency and comfort at the service of a very busy, demanding and international clientèle:

- Intelligent shapes create a modular space that adapts to different moments during the flight: work, relaxation, dining and sleeping
- A comfortable and high-end environment reflected in the choice of materials: padded seats, leather, woolen fabrics
- Affirmation of the brand's strength with ubiquitous Air France colors and the use of the brand's icon, the Accent, on the seat back.

Brandimage drew inspiration from French *savoir-faire*, visiting the grand classics of the furnishing world to create resolutely modern accessories:

- collections of sophisticated and elegant accessories inspired by the retro-vintage trend showcase the brand's symbol, the Accent, in all its glory
- a night kit redesigned to adapt to the new full flat seat, a blanket that becomes a soft duvet with a delicate feel

Comfort, space and privacy make the new Business seats a personal cocoon in the sky.





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Premium Economy and Economy: an upscale range for everyone

Brandimage have redesigned the Economy and Premium Economy cabins so that every passenger can travel in the best conditions:

- a choice of noble and comfortable fabrics: a leather headrest, woolen fabric for the seats
- care for detail right down to the finish: elegant top-stitching highlights the streamlined shape of the seats
- contemporary and refined environment: onboard accessories showcase the brand's iconic Accent and decorate the cabin throughout
- a user-friendly entertainment system: a contemporary graphic interface inspired by tablets and smartphones



Ronan Guillou @Phom
Adolfo Fiori / Fhmt



New inflight entertainment design: user-friendly and contemporary graphic interface inspired by tablets and smartphones

Air France is in the air event

Revealed in Shanghai on May 8, then displayed in the "Air France is in the Air" event in New York from June 26-28, these new products were very well received by the international press and the general public. You may also experience them at the next "Air France is in the Air" event in Paris from September 13 to 21.

Or go online to see the event website:
<http://expo.airfrance.com/en/#!/event>

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Brandimage is a global consultancy of brand equity architects and designers. Brandimage creates brands that drive brand performance. Brandimage is part of the brand development group of SGK. For more information visit: <http://www.brand-image.com>

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