



LA PREMIERE

A NEW EXPERIENCE

AIRFRANCE 



LA PREMIÈRE, THE HIGHEST EXPRESSION OF *travel*

Reflecting French elegance and lifestyle, La Première embodies Air France's spirit of excellence. On the ground and in the air, every detail is carefully crafted to create unique and personalized moments. These exceptional experiences are guided by La Première staff, who ensure a signature service that is as discreet as it is attentive.

In March 2025, Air France unveiled a fully reimagined travel experience, marking a major milestone in the airline's continuous pursuit of excellence. With a seamless and private airport journey and an exclusive new suite onboard, Air France aims to offer its customers the highest level of service worldwide.

Air France chose a private mansion on the Place Vendôme, an iconic location for Parisian fine jewelry and French luxury, to reveal this redesigned offer. The result of three years of development, the new suite on board features an original concept that is entirely modular, consisting of a seat and a *chaise longue* that can be transformed into a real bed. Equipped with five windows, an Air France exclusive, it can be adapted to suit individual needs.

Four suites will be fitted on a selection of Boeing 777-300ERs. The first aircraft, named for the city of Épernay, will take off for New York in the spring. This iconic route in the airline's network continues to bear witness to the launch of its major innovations throughout the ages. Los Angeles, Singapore and Tokyo will be next to highlight this new product. These suites will gradually be rolled out on more aircraft and to more destinations than currently. (19 Boeing 777-300ERs to 10 destinations on departure from Paris-Charles de Gaulle in summer 2025).

More than ever, La Première represents the combination of an exceptional heritage, preserved and perpetuated since 1933, and an uninterrupted quest for excellence. The highest expression of travel.





A NEW *suite* IN THE SKY

As soon as they arrive on board, each La Première guest is greeted by a crew entirely dedicated to their well-being, then escorted to their personal suite of almost three and a half square meters. Only four suites are available in this cabin, located at the front of the aircraft, enhancing the feeling of privacy, space and exclusivity.

The new suite is designed to be entirely modular and totally private, consisting of a seat and a *chaise longue* that transforms into a real bed. The seat adapts to each stage of

the flight, on take-off, landing, during meal service and for relaxing. Featuring a leather headrest embossed with Air France's historic winged seahorse and soft ergonomic foam, it adjusts to the body shape of each guest for optimum comfort. The adjoining sideboard and table are also available for working or enjoying a meal. Opposite the seat, a *chaise longue* allows guests to rest in the position they prefer, the ideal way to stretch one's legs while seated to read or watch a film. It simply unfolds to become a real bed, two meters long and 75 centimeters wide. A cozy blanket and large cushions make this space a private cocoon.

The side suites feature five windows, spanning a length of over three meters. Each suite has a thick curtain that provides floor-to-ceiling sound and light insulation, for a cozy atmosphere. The suites in the center of the cabin make it easy for two people to travel together. Nonetheless, a full-height electric sliding partition is provided to ensure complete privacy for each passenger.





THE QUINTESSENCE OF IN-FLIGHT *elegance*

Air France has completely redesigned this new cabin down to the smallest detail, an exclusive tailor-made haven of peace that enhances the French travel experience from the very first glance. With full-grain leather, soft wool, the finest materials have been carefully selected for these new suites, manufactured in France by STELIA Aerospace.

The cabin unfolds in a harmonious blend of colors, where a gradient of grays dominates and adorns the seats with fabrics exclusively designed for La Première and finished with refined leather details. This elegant base is complemented by pristine white tray tables. To add character and distinction, notes of red—the emblematic color of this cabin—are thoughtfully placed throughout the space to add a touch of *haute couture*. The ensemble is further enhanced by satin champagne-toned metallic accents, subtly highlighting each finish.

To create an unprecedented sense of space with an entirely unobstructed ceiling height, overhead bins have been replaced with floor-level storage compartments. A large sliding drawer can hold up to two cabin suitcases. There is a second drawer under the *chaise longue* for storing shoes. Near the seat, an alcove with a backlit mirror can hold personal belongings. An individual closet is also available.

The omnipresent lighting plays an essential role in this exceptional configuration. Five windows let natural light flood in, creating a soothing atmosphere. Each is fitted with translucent or blackout electric blinds, which guests can control as they wish. The lighting system comprises two lamps adorned with the signature Air France winged seahorse, one wall lamp and one floor lamp, while mood lighting subtly accompanies each stage of the flight. The dark carpet adds a sense of lightness and fluidity to the space, creating a floating effect.



A NIGHT OF *luxury*

In an instant, the *chaise longue* unfolds to become a fully flat bed, measuring two meters in length. When the guest is ready to sleep, the crew installs a mattress topper, a soft pillow and a duvet from top-of-the-line French bedding manufacturer Dumas Paris.

With the curtains closed and partitions raised from floor to ceiling, guests can relax in a haven of peace and enjoy a perfect night's rest at 35,000 feet.





A PRIVATE IN-FLIGHT MOVIE THEATER

On board, technology and comfort combine to offer an unparalleled travel experience. Each guest has two 32-inch 4K screens, allowing them to enjoy over 1,500 hours of entertainment in optimum conditions from their seat, *chaise longue* or bed. Each guest is provided with Denon noise-reducing headphones and the option of pairing their own headphones or earphones with the screens via Bluetooth. There are also 110V/220V, USB A and USB C audio and power sockets, as well as wireless charging stations and a smartphone or tablet holder, so guests can use their own personal devices.

Air France's carefully curated in-flight entertainment offer is adapted to everyone's tastes and cultures. The airline is particularly keen to promote cinema, offering nearly 350 films, including a vast selection of French films and award-winning pictures from the Cannes Film Festival, of which the airline is a long-standing partner. Many television series, news programs, documentaries, music and podcasts are also available.

A free Wi-Fi connection is available throughout the flight. The airline will soon be providing a new ultra high-speed Wi-Fi offer throughout its fleet, for a "ground-like" experience, replacing the service currently available*. On board, it will be easier to stay

in touch, work, follow all the world's news live, play online video games and, of course, stream all the latest TV shows, films and series.

The suite is intuitively controlled from a wireless touch-screen tablet. At the touch of a finger, guests can adjust the recline of their seat, *chaise longue* or bed, as well as the lighting and window blinds. It is also easy to navigate through all the various functions on the two screens available.

* This new Wi-Fi service will be gradually rolled out across the entire Air France fleet starting in the summer 2025 season. An entirely complimentary service for Flying Blue and La Première customers.





Emmanuel Renault



Arnaud Lallement



Anne-Sophie Pic



Julien Royer



Dominique Crenn



Olivier Chaignon



Claire Heitzler



Angelo Musa

Three Michelin Star FRENCH CUISINE

Air France's La Première invites guests to enjoy gourmet delights worthy of the finest restaurants and enhanced by exceptional service, with Sturia caviar, prestigious French champagnes, foie gras, and more. The finest dishes appear on the La Première menu. Leading names in French fine dining have concocted signature dishes especially for this travel cabin, which are hand-prepared by the crew before each meal. Skytrax, the benchmark rating agency in the air transport industry, has named this meal service the best in the world.

In 2025, on flights departing from Paris, Emmanuel Renault, Arnaud Lallement and Anne-Sophie Pic will take turns crafting the menus offered to La Première guests. These chefs have all been awarded three Michelin stars and are promoting the best of French *savoir-faire* around the world. Each is committed to promoting local produce from their own region of France, in a responsible, gourmet and creative approach. In line with the company's standards, they work with rigorously selected seasonal produce, red meat and poultry, as well as French dairy products and eggs, sustainably caught fish and vegetarian options.

As far as desserts are concerned, Air France has also teamed up with some of France's greatest pastry chefs. Guests can savor the creations of Claire Heitzler, Gault & Millau Pastry Chef of the Year 2013, and Angelo Musa, *Meilleur Ouvrier de France* and 2003 World Pastry Champion. Each chef works with the utmost respect for the ingredients, both in terms of seasonality and French origin, to provide a truly exquisite dining experience.

The culinary delights available throughout the flight also include Pierre Hermé Paris chocolates, a choice of teas from Palais des Thés and Illy coffee.



FRENCH *flavors* ON DEPARTURE FROM ALL OVER THE WORLD

On departure from all La Première destinations, Air France offers gourmet menus designed with the same care as on departure from Paris. Local produce, French cuisine and refined dishes can all be enjoyed during the flight. And to take the level of excellence even further, Air France has teamed up with some of the greatest French chefs from the international culinary scene.

In Singapore, for example, triple Michelin-starred chef Julien Royer has created a bespoke menu that is regularly updated for Air France La Première customers traveling to Paris. Reflecting the image of the city-state, the Auvergne-born chef offers a cosmopolitan cuisine featuring meticulously selected ingredients.

On departure from the United States, Air France has teamed up with Dominique Crenn—the country's first female chef to receive three Michelin stars—who has designed an inventive and poetic cuisine. The chef offers signature vegetarian dishes and carefully crafted fish-based recipes, complementing the full available menu.

Finally, on departure from Japan, La Première guests can enjoy dishes created by yet another triple Michelin-starred chef, Olivier Chaignon, who combines his French *savoir-faire* with local Japanese and seasonal produce. He has created all the main dishes available on the La Première menu, with a range of vegetarian, meat, poultry or fish options.

Air France intends to continue developing these exceptional signature dishes to promote the talents of French chefs throughout the world.





An exceptional WINE AND CHAMPAGNE LIST

In the La Première cabin, Air France offers a range of alcoholic and non-alcoholic beverages throughout the flight. Air France has chosen Xavier Thuizat, Head Sommelier at Hôtel de Crillon, A Rosewood Hotel, to curate its wine and champagne list. The Burgundy-born sommelier has also put together a new range of craft beers, spirits and French liqueurs.

Meilleur Sommelier de France in 2022, *Meilleur Ouvrier de France* in 2023 and winner of the Michelin Guide's *Grand Prix de la Sommellerie* 2024, Xavier Thuizat selects the most prestigious French wines and champagnes for the La Première cabin. Renowned for his expertise and discerning selections, Air France's Head Sommelier curates an exceptional wine list, chosen through blind tastings from all the wine-growing regions of France. Champagne, Bordeaux, Burgundy, Rhône Valley, Languedoc-Roussillon, Loire Valley and Alsace; the finest French grape varieties are all showcased on board.

Working alongside him is Matthias Giroud, who is reinventing the art of mixology by creating a menu of cocktails, both alcoholic and non-alcoholic, using French ingredients to satisfy the most demanding palates. Nicknamed "The Alchemist" by his peers, Matthias Giroud is a world-renowned mixologist. He is the first French executive bartender to be ranked in the World's 50 Best Bars.

Excessive alcohol consumption is harmful to health, please drink responsibly.



HIGH-FLYING *tableware*

Air France presents its La Première guests with culinary delights served in finely crafted tableware. To create it, the airline called on designer Jean-Marie Massaud, who imagined a refined, streamlined service that reflects all the elegance of French-style presentation.

The service was then made by the finest French manufacturers. Bernardaud designed all the Limoges porcelain pieces, such as the plates and bowls. The cutlery was made by Christofle. The metal pieces were made by Degrenne. The company's winged seahorse is inscribed or engraved on the watermark of many of the pieces.

Every detail has been carefully considered to offer the excellence of French-style service and the heritage of exceptional tableware. The meal is served on an embroidered cotton tablecloth with a "Jour Venise" design, while wines are served in beveled stemmed glasses. Each main dish is systematically presented under a cloche.





A GENUINE *haute couture* COMFORT KIT

During the flight, Air France offers its guests an elegant comfort kit. It comes in the two signature colors of the La Première cabin, pearl gray and red, and features the airline's historic embossed winged seahorse. Its meticulous finishing makes this gift box a genuine leather accessory.

To create this box, Air France has teamed up with the French brand Sisley to offer the perfect in-flight beauty experience. The case contains a range of four products carefully selected by the pioneering phyto-cosmetology brand for their moisturizing properties.

This gift box was awarded first prize at the 2024 TravelPlus Airlines Amenity Awards ceremony.

A sleep mask, earplugs, a wooden comb, and a pen complete this travel kit.



"LE PYJAMA" DESIGNED BY *Jacquemus*

As part of a new partnership with French fashion designer Simon Porte Jacquemus, Air France is offering its La Première guests new sleepwear, for a comfortable and elegant travel experience.

La Maison Jacquemus has combined its signature codes with those of the La Première universe to create timeless loungewear with a contemporary design. Made of soft navy-blue cotton, it features the Air France winged seahorse on the front, accompanied by a discreet label with the words "Le Pyjama". On the back, a grosgrain ribbon embroidered with the Jacquemus logo adds an authentic and unique finish to this garment. The outfit is simple yet elegant, reflecting the spirit of cooperation between Maison Jacquemus and Air France.

The garment is available in four sizes to suit all body shapes. The pyjama top features a V-neck design and slim fit for women, and a round neck and regular fit for men. It is presented in a pillowcase-shaped pouch in red or blue cotton poplin, in a nod to the two partners' iconic colors.

The pouch plays on a surrealist *trompe-l'oeil* effect, a creative touch by Jacquemus. Square and circular buttons, the Jacquemus brand's geometric signature, adorn this practical yet minimalist pouch, which is easy to carry and take home after the trip, as a souvenir of a night on board a cabin dedicated to well-being and French elegance.



THE NEW AIR FRANCE LA PREMIÈRE SUITE, A ONE-OF-A-KIND CONCEPT.



A cabin suite over 3 meters
in length, with 5 windows



Only 4 suites per aircraft,
each about 3.5m² in size,
providing total privacy



A fully modular concept comprising
a seat and a *chaise longue* that
converts into a bed measuring
two meters in length



Thick curtains and a floor-to-
ceiling central partition that block
out noise and light



A suite manufactured in France,
in partnership with
STELIA Aerospace



A French dining experience
concocted by 3-star
Michelin chefs



One wireless touchscreen tablet
to control all suite functions



Two 32-inch 4K screens offering
1,500 hours of in-flight
entertainment



A new ultra-high-speed Wi-Fi
offer, progressively rolled out
on board as of summer 2025





A TAILOR-MADE AIRPORT EXPERIENCE FOR CUSTOMERS ARRIVING AT PARIS- CHARLES DE GAULLE

Special attentions and a tailored experience await La Première guests throughout their trip. A Hertz DriveU private chauffeur service is available to them, both to and from the airport*. Upon arrival at Paris-Charles de Gaulle airport, they are welcomed by a dedicated concierge who promptly attends to their luggage.

Guests are then guided to an exclusive check-in lobby, marking the initial step in their personalized journey through the airport. Dedicated to handling customers' departure formalities, this 570 m² area is furnished with 15 seats and two private lounges, ensuring enhanced privacy**. Designed as a tranquil haven amidst the bustling airport environment, this check-in lobby embodies French elegance and sophistication. Aesthetically pleasing and functional, its design seamlessly combines private areas with a sense of space and volume.

Decorated in a palette of white and gray accented with touches of red, the lobby boasts natural light and features furnishings by renowned French designers such as Pierre Paulin and Christophe Pillet. Every detail, from the precise stitching to the luxurious upholstery, exudes an aura of *haute couture*.

Once formalities have been taken care of, each guest is escorted to the La Première lounge via an exclusive private route, including passing through a dedicated security checkpoint out of sight of other passengers.

The check-in lobby also caters to La Première passengers on arrival from their flight, offering them the possibility to enjoy a meal and take a shower. It is also here that the La Première personnel delivers passengers' checked baggage in person.

* Service available to and from Paris-Charles de Gaulle, Bordeaux, Lyon, Marseille, Nantes, Nice and Toulouse, within a 75km radius.

** Private lobby lounges are reserved for passengers who have registered for the La Première lounge's "suites" option.



A LOUNGE DEDICATED TO LA PREMIÈRE GUESTS

La Première guests benefit from a dedicated lounge in Paris-Charles de Gaulle Terminal 2E. Designed by architect Didier Lefort, this exclusive space spanning 1,000 m² guarantees moments of calm and serenity.

As a welcome gesture at the start of the journey, customers will discover Air France's signature home fragrance in the lobby of the lounge. Named AF001, this home fragrance has been created by Francis Kurkdjian, French master perfumer and artistic director of Maison Francis Kurkdjian. Created with hints of jasmine and rose, its delicate floral aura takes travelers on a true olfactory journey, capturing a suspended moment in time. Its comforting musky scent, combined with mimosa from the south of France, adds a sunny, natural vibrancy.

The La Première lounge promises an exceptional experience. Showcased artwork, a library, a convivial bar and relaxation areas are just some of the services on offer. French gastronomy takes pride of place here, with a menu signed by Alain Ducasse and his teams. On the menu in this prestigious space, guests can enjoy the chef's famous coquillettes with ham and black truffle, tasty seasonal vegetarian dishes or the Armagnac baba, made famous in Monte-Carlo. These dishes are accompanied by a wine and champagne list curated by Xavier Thuizat, Air France's Chef Sommelier, as well as a choice of vintage wines specially selected by Alain Ducasse's teams.

At the heart of the lounge, Air France also offers its customers a Sisley beauty institute, from the pioneering French brand in phyto-cosmetology. Whether before a daytime or nighttime flight, or during a layover, this "La Première Sisley spa" provides guests with all the expertise of the Sisley brand, with a range of treatments tailored to the amount of time they have in the lounge.

At all Air France destinations, customers have access to the airline's lounges or those of its partners. Air France is also progressively rolling out dedicated La Première areas in its lounges, notably at New York-JFK, Los Angeles, Washington-Dulles and San Francisco, for a bespoke welcome and range of services.





PRIVATE SUITES DEDICATED TO WELL-BEING

To ensure their complete privacy before their flight or during a layover, La Première guests can reserve an optional 45m² suite, conveniently located adjacent to the La Première lounge at Paris-Charles de Gaulle. Three suites are available, two of which can be adjoined upon request.

As soon as guests arrive, an attendant invites them to discover the different spaces and services available. Each suite includes a spacious living area and dining room,

a bedroom with a double bed, a bathroom and a pleasant outdoor patio. In these genuine havens offering optimum conditions of comfort, guests can enjoy a meal from the menu created by Alain Ducasse and his teams and also access the Sisley spa.

With absolutely no detail spared, including fresh flowers, luxury bedding and linens, sophisticated finishing touches and more, the pleasure of a luxury hotel experience awaits guests at the Air France hub at Paris-Charles de Gaulle.

Featuring the same *décor* as the La Première check-in lobby and lounge, the suites reinforce the architectural concept of cocoons of privacy, while developing their own personality within a specific interior whose bespoke design is reflected in the smallest details. For the furniture, Air France has chosen iconic pieces of French design such as Charlotte Perriand's *table d'auteur*, Pierre Paulin's Ribbon armchair and Philippe Starck's private sofa. Each suite is also decorated with a work of art by a French artist.



Private TRANSFERS IN LUXURY VEHICLES

The La Première personnel accompany guests to the lounge from the check-in lobby, or to the aircraft when it's time for takeoff in a private car. These ground transfers take place on the tarmac, in a Porsche Cayenne hybrid vehicle operating in electric mode, to ensure optimum conditions for customer transfers to the aircraft lounge or to the door of the aircraft.





The winged seahorse, THE TRADEMARK SYMBOL OF THE LA PREMIÈRE UNIVERSE

The symbol of the winged seahorse is a legacy of Air Orient, one of the five founding companies of Air France in 1933, which at the time operated routes to the Far East. This decorative element based on the head of Pegasus, the winged horse of Greek mythology, and the tail of Annam's dragon, the symbol of the Vietnamese imperial family, gave way to the image of a winged seahorse. While the debate over airplanes versus seaplanes raged on at the turn of the century, everyone agreed that the mythical creature, equally at ease in the sky or on the waves, was the perfect fit.

This symbol represents the combination of power and speed, air and water. It elegantly embodies Air France's values and ambitions, becoming the universal symbol of the airline. For decades, it has represented Air France on posters, aircraft fuselages, tableware, and even staff uniforms. Depending on its use, the winged seahorse takes on different colors. Its more or less pronounced features have emphasized grace throughout the ages.

As the historic symbol of the company, in its more recently stylized version the winged seahorse embodies the world of the airline's La Première exclusive travel experience. It subtly reflects the refined elegance of both the cabin *décor* on board and dedicated airport areas, accompanying La Première guests at every stage of their journey. La Première accessories, from iconic lamps and bed linens to comfort kits, tableware and loungewear, are adorned with the symbol.



AIR FRANCE'S LA PREMIÈRE, *expertise* SPANNING OVER 90 YEARS

The La Première travel experience was born in the early days of commercial civil aviation. On board aircraft of still relative comfort, an exclusive service was already taking shape. These first flights were a genuine adventure for a privileged few. Passengers at the time were rare witnesses to an era that revolutionized air travel.

From its very beginnings in 1933, Air France was a pioneer, a laboratory of bold technological innovations driven by visionaries. Inspired by ocean liner cruises and the sleeping compartments on trains, Air France's in-flight service sought a certain refinement to set its routes apart. As aircraft flew increasingly longer distances, the service on board continued to develop. On board the Dewoitine, the jewel of the pre-war fleet, the wicker chairs of the early days gave way to the first seats secured to the floor. The on-board experience further evolved, and the latest innovations were integrated to welcome prestigious and demanding customers, offering them an already unique level of comfort.

In the 1950s, the company took delivery of the Lockheed Constellation, Super Constellation and Super Starliner aircraft, one of the most magnificent four-engine propeller planes in history. This was the golden age of Air France's luxury services, and French prestige took the spotlight. In 1953, the legendary "Parisien Spécial" service to New York offered 34 sleeper seats and 7 private cabins with beds on board the Super Constellation. On board, Limoges porcelain tableware manufactured by Bernardaud and Haviland, Saint-Louis and Baccarat crystal glasses and Christofle silver flatware were already in use. The menu comprised foie gras topped with truffle, trout with tarragon, filet of sole, and a *feuille-d'automne* ice cream dessert.



1950s, the "Parisien Spécial" service on board the Lockheed Super Constellation.





1990s, service on board the Concorde.

In 1970, the arrival of the Boeing 747 launched a veritable revolution that would lead to the exponential growth of air travel. On board this giant of the skies, equipped with an upper deck, Air France welcomed over 500 passengers. First class nevertheless continued to offer an exclusive, privileged environment; a private lounge offered travelers a bubble of tranquility, and seats reclined for added comfort. First class continued to offer an outstanding service.

In 1976, the launch of the Concorde marked a major turning point in the history of civil aviation. Its supersonic speed, exterior design and elegant cabins made it an absolute symbol of modernity and elegance. More than just an aircraft, the Concorde was a technological and architectural adventure. On board, the luxury service and narrow cabin layout recalled an ultramodern version of the golden age of prestige aviation.

The 2000s ushered in a new era of comfort. The Boeing 777 and Airbus A380 reinvented sleep among the stars in vast seat-beds offering ever-increasing levels of comfort. Michelin-starred chefs took turns offering first class customers exceptional dishes. 2014 marked a major milestone in Air France's move upmarket. The airline equipped 19 Boeing 777-300ERs with *haute couture* suites, featuring perfectly flat beds and thick curtains to isolate them from the rest of the cabin.

In 2025, Air France unveiled a fully redesigned La Première travel experience, both on the ground and on board. The new cabin suite, with its five windows, featured an entirely new modular concept, with a seat and a *chaise longue* that can be converted into a real bed. La Première, the highest expression of travel.



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