

OUT OF HOME

Mercedes-Benz crafts VIP cabins with Lufthansa Technik

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Mercedes-Benz-AMG GT

By NANCY BUCKLEY

German automaker Mercedes-Benz and aircraft service provider Lufthansa Technik have teamed to create one-of-a-kind VIP aircraft cabins.

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The architecture within the cabins will be jointly designed by the brands to provide an open layout that aims to redefine first-class travel. The collaboration pairs two renowned German companies, and especially helps Mercedes highlight itself beyond its vehicles as a lifestyle brand.

"This collaboration to create even more upscale cabin space for executive jets is a great way for Mercedes-Benz to showcase its sleek design capabilities to the ultra-luxury traveler and for Lufthansa Technik to attract new business," said Tiffany Dowd, founder and president of [Luxe Social Media](#), Boston.

Ms. Dowd is not affiliated with Mercedes-Benz, but agreed to comment as an industry expert.

[Mercedes-Benz](#) was unable to comment by press deadline.

Interior in the sky

Traditional cabins provide privacy through walls and sections. The Mercedes and Lufthansa cabin is aiming to change the way the space is used through a spiral layout.

This design will allow a different spatial layout that remains independent, but more open. The layout features seats and a dining booth.

The layout resembles a DNA helix as the floor, wall and ceiling flow together and the areas are separated in a continuous manner.



Mercedes-Benz VIP cabin layout

Windows onboard are inspired by the Mercedes-Benz S-Class Magic Sky technology. These windows automatically adjust with the outdoor light to accommodate to flyer's eyes.

The aesthetics are similar to that of a Mercedes-Benz automobile, but are mixed with Lufthansa Technik's style. Lufthansa Technik has designed VIP and "VVIP" for decades, but the Mercedes-Benz Style collaboration adds a new twist.

In the upcoming months, depending on consumer interest, Mercedes-Benz and Lufthansa Technik may continue developing VIP cabins.

Mixing of brands

Automakers have a unique sense of style and often try to meld their uniqueness with other brands.

For instance, the St. Regis New York collaborated with British automaker Bentley Motors to design a hotel suite and deemed the 2013 Bentley Mulsanne the flagship vehicle, part of the hotel's house fleet, in a move to highlight the status of both brands.

The 15th-floor suite incorporates brand elements such as cream and neutral tones, wood finishes and custom Bentley leathers. This move builds on St. Regis parent company Starwood Hotels & Resorts' global partnership with Bentley and could keep guests mindful of the automaker if marketed with a multichannel approach ([see story](#)).

Other brands have teamed with airlines to bring their own qualities into the flights of affluent consumers in first class and VIP cabins.

For example, Mandarin Oriental Hotel Group extended into a new realm of travel with inflight food services in first class onboard Cathay Pacific flights.

Chefs from six Mandarin Oriental hotels from four countries will participate in this partnership for all of 2015. First class guests on Cathay Pacific flights will have the opportunity to taste different options from several hotels, creating a way for the hotel to specifically target affluent consumers in first class ([see story](#)).

"By partnering with commercial airlines, Mercedes-Benz is able to reach an elite class of travelers flying their executive jets and this may attract orders from private customers," Ms. Dowd said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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