

MULTICHANNEL

Flexjet redefines brand in digital realm with Web site redesign

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Flexjet's Learjet 75 LXi

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Fractional jet ownership company Flexjet unveiled a new Web site that immerses the consumer in images and video to create an integrated digital experience.

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Luxury Daily

Owners, clients and visitors are able to gain insight into the Flexjet fleet and the experiences available through different programs. The imagery used throughout the Web site redesign and the 3-Dimensional experiences available will take private aviation consumers on a new digital journey that will likely spark interest in Flexjet and its offerings.

Digital immersion

When consumers first log on to the new Web site, they are no longer faced with the red coloring and still images that once adorned the homepage. Instead, the consumer is presented with flying aircrafts, consumers walking and images of the planes and destinations available. The moving imagery erases the stagnant feeling from the old interface.

The three options given on the home page are “explore the jet collection,” “discover the

programs” and “experience the service.” A toolbar remains at the top of the page with all of the options on the site.

As one sits on the home page, each image seen also has a sentence next to it explaining a consumer’s experience with Flexjet. These phrases say, “Your expectations. Elevated. Your experience. Personalized. Once again redefining standards and raising bars. Pairing discerning tastes with understated luxury.”



3D jet exploring

The copy continues stating, "Impeccable style unmatched service. You won't just be flown, you'll be moved. This feeling now available in an aircraft."

When the consumer scrolls down they are given options to learn more about the brand's 20th anniversary and the red label coming in the fall.

Also, a new international travel program is available for consumers.

If the consumer chooses to explore the jet collection they are presented with a 3D experiences.

First, the outside of the plane can be viewed from every angle, as if the consumer were walking around the tarmac. Next, the consumer is brought up close to the outside of the plane. The door opens and the consumer is able to go to the next part of the exploration, which highlights the specifications of the aircraft and the trip pairings for the airplane.

Images of the planes against scenery from around the world, indicating the possible locations clients can travel.

Flexjet partners with design and development team Enilon Group.

Upward mobility

Redesigning Web sites offer brands a chance to upgrade and redefine the brand in a digital realm.

For example, Italian fashion label Marni amplified the efforts for its 20th anniversary with a new Web site design that blends content and commerce.

Marni worked with Yoox Group, which has powered its ecommerce since its launch in

2006, to improve the user experience with a new image-lead layout that encourages brand discovery. As Marni continues to commemorate its milestone, having a Web site where consumers can easily explore past projects and brand history will help get consumers involved in the celebration ([see story](#)).

Similarly, beauty marketer Estée Lauder aimed to increase the ways in which it communicates with its consumer base with a new Web site design that promoted products through technology.

Estée Lauder's newly renovated digital flagship builds a beauty community by seamlessly linking commerce, content, personalization and service. The redesign works to uphold Estée Lauder's innovative place in the industry as the brand has consistently been considered a benchmark marketer both in-stores and online ([see story](#)).

Final Take

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