

TRAVEL AND HOSPITALITY

## JetLux looks to influence travelers with social celebrity

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*Image courtesy of JetLux*

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By STAFF REPORTS

Jet charter brokerage JetLux is giving its brand a new face, launching a partnership with fashion influencer Xenia Tchoumi.

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For this collaboration, JetLux will be Ms. Tchoumi's preferred travel partner, while the digital celebrity will raise awareness of the brand to her 6 million social followers. Taking a page out of hard luxury's book, JetLux's move may help the brand reach a new audience through a trusted source.

### Fashionable face

Ms. Tchoumi will share JetLux's services through appearances at speaking events and social media content. She also posed for a photo shoot, which will be used in JetLux marketing.

"We are excited to be working with such an influential individual like Xenia," said Tom Osovitzki, CEO of JetLux. "This partnership will showcase the array of services JetLux offers and how the brand differentiates itself by bringing a new level of luxury to travel."



*Xenia Tchoumi*

The traditional luxury branding model is being challenged as consumers crave transparency and opportunities for participation from labels, forcing brands to let go of some control over their messaging.

This move away from exclusivity is evidenced in influencer marketing, in which brands trust handpicked individuals with desirable social media followings to share their story in their own voice, creating content that appears more authentic than brand posts. A new white paper from Traackr, "[Influencer Marketing: 9 Challenges for Luxury Brands](#)," lays out the key considerations when working with influencers, from selection to content production ([see story](#)).

"I'm glad that JetLux has a forward thinking, modern corporate culture and understands the importance of new media and the importance of the brand positioning alongside a digital influencer," said Ms. Tchoumi. "As an avid traveller I always seek the best service and comfort to get to my next destination full of energy and ready to look at my best for my shootings, events and speaker's commitments.

"I'm more than thrilled to start this journey together with JetLux, I choose very carefully the right travel partner – and I am convinced this partnership is going to be an incredible experience."

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