

TRAVEL AND HOSPITALITY

Magellan Jets provides added value to fliers through lifestyle partnership

November 1, 2016



Passavant and Lee's briefcase for Magellan Jets

By STAFF REPORTS

Private aviation firm Magellan Jets is spurring sign ups from new members through a custom gift with purchase.

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Working with Passavant and Lee, Magellan designed a special version of the brand's No. 25 briefcase that caters to its clientele. Through the end of the year, new clients who book a 10-hour holiday jet card for a midsize or large plane will receive the briefcase as a thank you for booking, giving an added incentive to join.

Travel companion

Passavant and Lee, founded in 2013 by two male models, is a 21st century luxury label that uses heritage methods.

Like the brand's other products, the No. 25 briefcase is designed in New York and made in Britain by royal warrant-holding craftsmen using time-honored techniques. The briefcase's lock is cast out of solid brass in one of the United Kingdom's oldest foundries, while the silver or 24-karat gold plating is done in the jewelry district in Birmingham.

The company was inspired by aeronautical design for its aluminum cases, leveraging the metal's lightweight, durable and water resistant qualities.

For Magellan Jets, Passavant and Lee has designed a custom interior configuration catering to its clients' needs.



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"Partnering with Magellan Jets inspired us to design a unique product line ahead of the holiday season that suits the lifestyle of modern and adventurous business travelers," said Jon Passavant, co-founder, Passavant and Lee in a statement. "We're thrilled about this partnership because we believe Magellan Jets' members will recognize this effort as one of the many ways the company ensures its customers' needs are met."

In addition to being available to non-existing customers, others in Magellan Jets' community can purchase the \$2,850 case.

"Partnering with Passavant and Lee is a natural fit, and we couldn't be more excited about our relationship with such an innovative and stylish brand," said Joshua Hebert, CEO of Magellan Jets. "Magellan Jets is pleased to provide our committed, growing user base of luxury travelers with a beautiful, handmade briefcase that will keep them organized both in the air and on the ground."

Other travel service providers have extended their branding into the lifestyle space, looking to give their loyal clients solutions that go beyond their vessels.

Cruise line Cunard's refurbished Queen Mary 2 got an on-board retail experience courtesy of a partnership with leather goods maker Aspinal of London.

An exclusive collection of travel essentials, including a refillable journal, are sold alongside Aspinal of London's designer handbags, men's wallets and other leather goods. In honor of Queen Mary 2's first transatlantic crossing, timed for New York Fashion Week, the ship will be one of only two places in the world to buy its Pegasus collection ([see story](#)).

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