

TRAVEL AND HOSPITALITY

Sentient shows art appreciation through Sotheby's partnership

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Image courtesy of Saks Fifth Avenue

By STAFF REPORTS

Private aviation firm Sentient Jet is extending its member benefits into the arts through an affiliation with auction house Sotheby's.

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As Sotheby's preferred aviation partner in North America, Sentient will be able to offer its cardholders access to events and private previews. Expanding into other aspects of hospitality and experiences will help Sentient further its brand positioning and customer

Art of the matter

Through this new partnership, Sentient will have a presence at Sotheby's events in New York and other North American cities.

Sentient Jet Cardholders who visit New York can take advantage of private tours in Sotheby's galleries led by art experts. In return, Sotheby's clients will get aviation perks including special flight offers.

"As a best-in-class private aviation brand, Sentient Jet is a wonderful partner in bringing luxury, convenience and access directly to our clientele," said David Goodman, Sotheby's executive vice president, digital development and marketing. "We are delighted to work with Sentient Jet to identify exciting ways to deliver memorable experiences to the Sotheby's audience."

This latest addition to Sentient's Benefits Guide joins experiences in retail and hospitality. Those who are enrolled have access to free nights at hotels such as The Peninsula in New York and Chicago and The Little Nell in Aspen.



Image courtesy of Sotheby's

The 25-hour Sentient Jet card, which starts at about \$125,000, also opens up perks at retailers such as Saks Fifth Avenue, Brioni, Baccarat, Roberto Coin and Ghurka.

"Both Sentient Jet and Sotheby's share a commitment to the very best in client service and experience," said Andrew Collins, president and CEO of Sentient Jet. "This partnership is a natural extension of our brand given that many of our clients are passionate about the arts.

"We are delighted to create opportunities for them to experience the world of Sotheby's, and to offer Sotheby's clients preferred benefits to high quality private jet travel."

While Sentient's business revolves around getting consumers to a destination, the company has sought affiliations that help its members elevate their experiences when back on the ground.

Sentient Jet is cooking up an innovative campaign to go along with its newest and first brand ambassador announcement, celebrity chef Bobby Flay, including events and preferred restaurant reservations.

The inaugural spokesperson will kick off the campaign by cohosting a series of events created for Sentient Jet cardholders only and allow them preferred reservations at Mr. Flay's restaurants. However, Mr. Flay will not be the only face of the private jet company, as it will be unveiling various celebrities in the entertainment and lifestyle space as brand ambassadors ([see story](#)).

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