

TRAVEL AND HOSPITALITY

Blade, Armarium offer festival prep with flights and makeovers

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Coachella is a hotspot to be seen in the latest fashion

By DANNY PARISI

Blade, often called the Uber for helicopters, is teaming with high-fashion rental service Armarium to give customers both a flight and a style makeover as they head to music festivals around the country.

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The partnership is geared up around the Coachella Valley Music & Arts Festival April 21-23 in Indio, CA and other similar music events. The two companies are hoping to give consumers an answer to the two most common questions when it comes to outdoor music festivals: how to get there and what to wear.

"Blade is about making travel seamless and creating experiences that surprise and delight," said Caitlin Deering from **Blade's** marketing and communications department, New York. "Dressing for the festival has become so competitive that we decided, why not bring in the pros?"

Desert days

This year, with Coachella's line-up being as stacked as ever, customers are flying out to California for the multi-day festival in the desert.

Blade is looking to capitalize on that incoming traffic with flights to the Casa Dragonas Desert Lounge in Palm Springs, CA where customers can relax before they head to the festival.

The company is sweetening the deal by working with Armarium to give customers a full festival-ready style makeover along with the flight if they so choose.



Blade's helicopters

In addition to their flight, stylists from Armarium will be on-hand to style customers in high-end fashion that is perfect for a desert festival. These clothes can be rented from Armarium.

This partnership makes one of the most important parts of Coachella and other festivals a bit easier: what to wear.

In addition to the focus on music, Coachella has always been a place to be seen and a place where people can show off some of the more avant-garde fashion choices.

Capitalizing on that desire to make a statement, Armarium and Blade are taking some of the work out of making fashion decisions by helping to style festival-goers.

Renting luxury

This is not Blade's first luxury fashion partnership. Last year, the company worked with Net-A-Porter for a unique take on deliveries.

Through the partnership, Net-A-Porter, as well as its brother site Mr Porter, used Blade to deliver packages to the Hamptons and other hamlets on Long Island's East End. Net-A-Porter's same-day delivery service is offered year-round for consumers in the Greater New York area, with an extended practice to the Hamptons available in the summer months ([see story](#)).



Armarium

Armarium has also made a name for itself by letting consumers try out different high-end fashion pieces before committing to buying them.

Offering style on-demand, Armarium offers affluent consumers access to a curated line-up of couture and ready-to-wear pieces, in addition to accessories, picked from the industry's most coveted collections, and all on-loan for a four-day period. With so many collections hitting stores at once and continuously throughout the year, it's difficult for affluent consumers to keep up, but Armarium looks to answer the question, "When will I ever wear this again?" by outfitting the loan strategy for a discerning, fashion-savvy consumer that yearns for curated retail experiences ([see story](#)).

"The Armarium selection is all current season runway looks that are meant to be worn to various lifestyle events - not only black tie galas and weddings but jet set destinations such as Palm Springs for the weekend," Blade's Ms. Deering said.

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