

TRAVEL AND HOSPITALITY

## Flexjet ups its luxury offerings with added benefits

June 28, 2019



*Flexjet is offering new benefits. Image courtesy of Flexjet*

By STAFF REPORTS

Private aviation firm Flexjet is ramping up offerings for its owners with one-of-a-kind experiences exclusive to them.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Partnerships with brands such as Hublot, sports outfitter Beretta, bespoke tailor Isaia, audio maker Master & Dynamic, California Caviar Company and Dean & DeLuca give owners access to special offerings. In addition, the firm will offer unprecedented access to wineries, hotels, resorts and other travel experiences.

### Flying with benefits

Owners will have access to these benefits through the Flexjet application or through its concierge team.

Wineries in Napa and Sonoma will provide access to one-of-a-kind private wine tastings, vineyard tours, allocations and library wines.

Hotels that have partnered with Flexjet include The Baccarat, The Jefferson, The Faena, The Langham, Waldorf Astoria in Beverly Hills and Rosewood Mansion on Turtle Creek.

The new experiences also include special chauffeur offerings.



*Flexjet uses Instagram to drum up excitement and ideas. Image credit: Flexjet*

"At Flexjet, we have curated a collection of experiential-based partnerships, which help our customers build a deeper connection with our company and our partner brands," said Michael Silvestro, CEO of Flexjet, in a statement. "By partnering with like-minded brands, we are able to highlight the Flexjet characteristics we value.

"For example, one of our partners, Isaia, pays painstaking attention to the detail, craftsmanship and passion that they place in everything that they make from a tie to a made-to-measure suit and that mirrors one of Flexjet's core fundamental principles fanatical attention to detail," he said.

Flexjet recently rolled out a new shared ownership model in response to the needs of today's business traveler.

While most fractional jet companies offer hours of plane usage to consumers, Flexjet is raising this to days with its new concept, bringing it more in-line with traditional ownership. Flexjet's move is intended to better serve the needs of professionals, who increasingly need to travel internationally ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.