

COMMERCE

Flexjet, Ferretti Group kick off new partnership at Venice Boat Show

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The collaboration extends special benefits such as private events and special airport access to the companies' shared ultra-high-net-worth client network. Image credit: Flexjet

By LUXURY DAILY NEWS SERVICE

Private aviation firm Flexjet and Italian yacht manufacturer **Ferretti Group** are treating VIPs to unique perks.

Announced at the Venice Boat Show on May 30, the collaboration extends special benefits to the duo's shared ultra-high-net-worth client network. The deal involves high-end events, private experiences, exclusive airport access and more.

"This exciting partnership takes the decades-long expertise and luxury brand power from leaders in two complementary sectors, and combines them to present today's UHNWI audience with a set of exclusive and unique advantages," said Kenn Ricci, chairman of **Flexjet**, in a statement

"I have been a huge admirer of Ferretti Group's philosophy for many years, and we share a deep understanding of what it takes to deliver a truly exceptional luxury experience," Mr. Ricci said. "I'm excited to see how this significant strategic alliance can lift our offerings to even greater heights of excellence."

Wings to waves

Guided by a mutual commitment to performance, design and service, Flexjet and Ferretti Group are aiming to fast-track their growth within the luxury industry via the partnership.

Ferretti Group customers can enjoy Flexjet's worldwide fleet of more than 300 private helicopters and jets.

The aviation company's members gain VIP access to global boat shows and first dips on products and accessories, as well as one-on-one shipyard tours.



The two parties both operate in the luxury lifestyle and travel business. Image credit: Flexjet

On the flying front, the lineup of models that are newly available to Ferretti Group affiliates includes a Super-Midsize Praetor 600, a Sikorsky S-76 helicopter and an ultra-long-range flagship Gulfstream G650.

The latter's interiors are to be outfitted in the Italian maison's design collection ([see story](#)) Flexjet clients get "preferential terms" on these Riva Brand Experience design products and accessories, per the agreement.

One major bonus grounds the business connection: access to Flexjet's expanding network of private terminals is now open to Ferretti Group's community. Participating locations include Naples Airport in Florida, Van Nuys Airport in California and Teterboro Airport in New Jersey.

According to a statement, the collaboration will also involve a shared presence at international boat shows and high-profile events.

The Navetta 38 from Ferretti Group lands at the 2024 Venice Boat Show

Curated itineraries will be put together for guests of Ferretti Group's Private Preview in Monaco, an invitation-only opportunity to try out the newest vessels on the sea ahead of Cannes' Yachting Festival, Flexjet's primary VIP viewing experience at the historic Palio di Siena horse race in Italy and other closed calendar moments.

"People who love cruising on Ferretti Group yachts expect standards of absolute excellence when they fly too, which is why I'm so pleased to associate our name with Flexjet, a partner that shares our same passion and desire to offer customers an increasingly rewarding experience," said Alberto Galassi, CEO of Ferretti Group, in a statement.

"Venice is the ideal showcase to celebrate this important agreement," Mr. Galassi said. "I have a background in the business jet industry and can confirm that Flexjet is the best partner."

At the Venice Boat Show, where news of the partnership went live, leaders at Ferretti Group are exhibiting a 10 of its best models. Two, namely the Custom Line Navetta 38 and the Pershing GTX 80, are making their world premiere.