

TRAVEL AND HOSPITALITY

# Air France raises bar with redesigned first-class cabin debut

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*New luxury suites will soon grace the company's La Premire first-class cabin. Image credit: Air France*

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By AMIRAH KEATON

Air France is looking to revive the golden age of travel.

Set to debut in spring 2025 after three years of development, new luxury suites will soon grace the company's La Premire first-class cabin. A campaign film accompanies the launch, celebrating exclusivity and supporting Air France's move further upmarket.

"The launch of our new La Premire experience is a major step in our strategic roadmap," said Benjamin Smith, CEO of Air France-KLM Group, in a statement.

"We continue to invest in state-of-the-art products for our customers at every step of their journey, with the aim of positioning Air France at the highest level worldwide," Mr. Smith said. "With a new private ground experience at Paris-Charles de Gaulle airport and a completely redesigned, larger-than-ever La Premire suite onboard, this new experience truly is the highest expression of travel.

"It continues to be elevated by our dedicated staff, who strive to make each journey an exceptional moment."

## **Air France exclusive**

A cinematic video from Air France showcases the experience of flying La Premire, focusing on the seamless transition from private lounge to suite.

The 3-minute film's narrative emphasizes exclusivity and privacy, key selling points of the La Premire experience.

*A campaign film accompanies the launch of Air France's new La Premire experience*

Viewers are able to witness the cabin's key features a five-window span per suite and expansive seat and chaise lounges that transform into fully flat two-meter-long beds among them as its main character boards her flight.

Displaying a neutral interior scheme with pops of red and champagne-colored accents, details that reflect Air France's heritage are used across each space. Leather headrests embossed with the airline's signature winged seahorse emblem are seen throughout.



*Details that reflect Air France's heritage are used across each space. Image credit: Air France*

The suite is also enclosed with floor-to-ceiling curtains, while center suites feature full-height sliding partitions, allowing passengers traveling together to share the luxury quarters.

The film additionally highlights the cutting-edge entertainment system: dual 32-inch 4K high-definition screens, noise-canceling headphones, wireless charging and complimentary high-speed Wi-Fi reinforce the airline's commitment to digital connectivity.

### **Upmarket moves**

Beyond various in-flight offerings, the campaign calls attention to the bespoke service that defines La Première ([see story](#)).

Personalized touches, from curated Michelin-starred dining options to premium lounge access and tailored concierge services, are framed as integral parts of the campaign star's experience.



*Premium lounge access and tailored concierge services are as integral parts of the La Première first-class cabin experience. Image credit: Air France*

The rollout of La Première will begin on select Boeing 777-300ER aircraft, initially serving routes from Paris-Charles de Gaulle to New York-JFK, followed by Los Angeles, Singapore and Tokyo-Haneda.

The corresponding visual storytelling exercise aligns with Air France's broader luxury branding. Recently, the airline has debuted a variety of initiatives to position La Première as an exclusive retreat in the sky.

For instance, backing its latest project is a partnership with French fashion house Jacquemus; the brand has designed an exclusive loungewear set that will be presented to every La Première guest during their journey. In January, Air France worked with Francis Kurkdjian, master perfumer at Parfums Christian Dior, to create a signature home fragrance ([see story](#)).



*French fashion house Jacquemus has designed an exclusive loungewear set that will be presented to every La Premire guest during their journey.  
Image credit: Air France*

These efforts speak to Air France's attempts to cater to discerning, high-net-worth individuals and convert private jet travelers.

"Going forward, we will make this new product available on more aircraft to more destinations, a testament to our commitment to excellence," Air France's Mr. Smith said, in a statement.

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