

La Première, a designer suite



Pure elegance

Air France's La Première suite invites you to enjoy precious moments, where serenity, peace and tranquility will be the watchwords of your trip. Well-being and relaxation go hand in hand, for an exceptional trip.

On board, each suite ensures optimum privacy and enables customers to be totally or partially alone, in absolute comfort. Passengers can relax in their own private lounge where time stands still, fall asleep as if they were in their own bed and enjoy total privacy.

On arrival in the La Première lounge at Paris-Charles de Gaulle airport, a privileged experience awaits our guests with attention to every detail.





Innovation

In its display of French elegance and haute couture references, the VIP spirit of the La Première adorns four exclusive individual suites installed on board Air France's Boeing 777-300 aircraft.

Designed for Air France by the manufacturer B/E Aerospace, the new La Première suite is the only one of its kind in the world. Its unique design has been specially created by designer Priestmangoode and design and branding agency, Brandimage.



A privileged environment

Once on board, the La Première guest will immediately feel at home. The seat's clean lines, with integrated lumbar support, embrace any morphology so that each guest can find an optimum position of comfort. A cushion and plaid are available as soon as the guest boards.

The "leather-effect" cabin walls provide a cosy atmosphere. The high-quality leather can also be found on the headrests and armrests. Fabrics with tweed accents, refined metallic finishings and a thick, soft woven tweed fabric covering the seat embody the unique world of La Première.

A sleep suit and cosmetics bag are also personally handed to each guest by the crew as a welcome gift. The luxury designer cosmetics bag contains carefully chosen products including four Carita products – moisturizing cream, hand cream, lip balm, anti-fatigue cream for the eyes and other items.

A gentle night's sleep

In an instant, the seat turns into a fully-flat bed over two metres long. When the curtains are closed, the partition raised and the light subdued, the suite embraces the passenger, for total privacy.

When the passenger is ready to go to sleep, the crew members install a mattress on the seat, for impeccable comfort. They are then given a fluffy pillow and a Sofitel My Bed® duvet offering comfort identical to that of a night spent at home, guaranteeing a perfect night's sleep.



Your own personalized living space

In the seat's adjoining console, a large table is available for the passenger to dine or work. The suite can also be enjoyed with a fellow passenger. Opposite the seat, an ottoman enables the passenger to invite a guest for dinner, or simply for a conversation. Anything goes in this space which changes according to the passenger's desires.

The cabin's lighting intensity is also chosen by the passenger. They choose a lighting mood – ambient lighting, adjustable reading lamp, or the seahorse studded bedside lamp. The automatic window blinds close at the flick of a switch.



An ottoman and spacious table are available to dine or work

A man in a dark suit stands on the left, looking towards a woman sitting in a large, comfortable airplane seat. The woman is wearing a light blue top and white pants, holding a smartphone. The cabin interior is modern and spacious, with large windows and a mobile partition visible. The overall atmosphere is one of luxury and personalized service.

Custom-designed

With La Première, Air France is breaking the conventions of service excellence to provide a unique and tailored travel experience for customers attentive to the smallest details.

Air France dresses each suite with thick curtains. A unique and daring concept, they enable the passenger to decide whether to be totally isolated or just partially. The La Première suite then becomes a totally private space, with 3 square metres available for each passenger.

An open or totally private suite, the customer also has a mobile partition, for even more choice in how to personalize their own suite. Located in the armrest next to the aisle, it can be raised by a simple touch control.

A wide choice of entertainment

A 24-inch HD touch screen, a new touch remote, Bose noise-reducing headphones, electric sockets of international format and a USB port all contribute to the quality in-flight entertainment experience.

The totally new intuitive and seamless navigation experience is inspired by tablets and is available in twelve languages. Moreover, the remote also serves as a second screen, displaying information about your flight or the movie you're watching, while you use the main screen.

With movies, games, music, TV series and much more, customers are free to browse the screen whatever position they are sitting in in their seat and choose from 1,200 hours of programmes on demand.





Delicious dishes

Menus prepared by Michelin-starred chefs, international flavours... La Première offers cuisine worthy of the finest restaurants and exceptional service.

With caviar available on departure from Paris, Champagne and foie gras, the finest ingredients can be found on the La Première menu. The desserts are signed by Lenôtre and the wine list is carefully chosen.

There are dishes to savour designed by Joël Robuchon, the chef with the most Michelin stars in the world, Régis Marcon, an iconic French chef specializing in regional dishes, Guy Martin, the renowned chef from the Grand Véfour restaurant, Michel Roth, Michelin-starred chef from the Ritz and several others.

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exclusive cabin with 4 suites

3 sq.m.

Total surface area available in the suite

57 cm

Width of the seat

2.01 m

Bed length

77 cm

Bed width

24 inches

Dimension of the new HD touch screen

4

famous Chefs to discover throughout the year

1,200 hours

of programmes on demand

3

Gold Awards Travel Plus awarded in a row for the comfort kit



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