

La Compagnie celebrates its 'smART birthday' with the creativity of Italian illustrator Ale Giorgini

This month marks the one-year anniversary of La Compagnie's New York - Milan route and to celebrate this important milestone, the 100% smart business class airline collaborated with renowned Italian illustrator Ale Giorgini on an illustration that tells the story of the energy that unites the two cities.

As part of an event organized on board the Milan - New York flight today, all passengers received a signed copy of the illustration created by Giorgini and were able to talk to him about the inspiration for his work.

"An uninterrupted view of the landscape, a kind of visual echo that reflects the two cities: New York as Milan and vice versa. There are similarities but also profoundly unique aspects too, in both the spaces and the people who inhabit them. At the center of the illustration, a traveler watches the clouds dance through the window, giving life to the cityscapes, people and their memories. Of travel, perhaps?" explains Ale Giorgini.

Thanks to an exclusive and stress-free experience all the way from booking to check-in, the possibility of staying connected while in the air thanks to reliable Wi-Fi, the sought-after gourmet menus designed by internationally renowned chefs, and the emphasis on sustainability, business travelers across a variety of industries including technology, design, fashion and art, take confidence in choosing La Compagnie to get from the US to Europe year-round. These travelers often follow the rhythm of business and social events that mark the calendars of Milan and New York, such as design and fashion weeks, art gallery openings, exhibitions, art fairs, conferences and more.

"La Compagnie's creative approach and smart offer positions us as a modern, independent and flexible company. Values also reflected in the choice of our airline routes and specifically in the spirit of two vibrant and avant-garde cities such as Milan and New York. By moving with agility, we have the ability to monitor trends and have a constantly future-oriented gaze so as to understand the needs of the market and guide our investment decisions", comments Christian Vernet, CEO of La Compagnie.

About La Compagnie

Launched in July 2014, La Compagnie is an exclusively 100% Smart Business Class airline operating regularly scheduled transatlantic flights between New York (Newark International Airport) and Paris (Paris Orly Airport) as well as New York (Newark International Airport) to Milan (Milan Malpensa Airport), and seasonal service between New York (Newark International Airport) and Nice (Nice Côte d'Azur International Airport). Offering competitively low business-class fares, La Compagnie Airbus A321neo fleet is fitted with 76 full-flat seats and provides thoughtful amenities including a state-of-the-art entertainment system, unlimited Wi-Fi service and a unique dining experience offering fresh menu items by renowned chefs.