

# La Prairie partners with Air France for wellness experience



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Swiss luxury skincare brand La Prairie has been selected as Air France's exclusive partner in its wellness experience offer.

The brand is available to Air France La Première international lounge customers traveling through John F. Kennedy Airport in New York.

Air France has chosen La Prairie to offer the airline's international Première lounge customers an indulgent moment of respite from the stress of travel because La Prairie's continued quest for timeless beauty is in line with Air France's pursuit of excellence in offering travelers a refined experience from the beginning to the end of the journey, La Prairie's Global Travel Retail Division explained.

The 30 square meter wellness area of Air France's La Première international lounge, located in Terminal 1 of JFK Airport, has been refurbished in La Prairie's signature store design, reflecting the brand's elegant minimalist aesthetic.

When checking in at the La Première lounge reception, travelers can book a skincare treatment in the La Prairie Spa. A quiet seating area, decorated in calming grey tones, welcomes clients.

Two private cabins are available. One is equipped with a full treatment bed to allow for longer rituals,

such as the Art of Indulgence facial treatments, while the other has comfortable chairs suited for shorter treatments.

All treatments and applications are performed by professional La Prairie Beauty Advisors.