NEW LUXURY LIFESTYLE PARTNERSHIP - GLOBEAIR AND JACOB & CO UK

News / Business aviation

New partnership to provide exclusive world-class mutual travel lifestyle benefits - GlobeAir and Jacob & Co UK. This partnership brings together two companies that share a passion for performance, efficiency and quality timekeeping. The new GlobeAir alliance will be aided by its commitment to maximising experiences with the luxury watch brand Jacob & Co, which always puts high quality first in its design philosophy, maintaining its reputation and legacy.

Jacob & Co UK will utilise GlobeAir's ecosystem platform to initially focus on:

- **Unparalleled private jet charters.** With access to a range of luxury private jets, Jacob & Co UK clients will have access to their personal travel concierge and will be able to fly on their terms. GlobeAir refines every step of the travel experience.
- **Exclusive Travel Experiences.** GlobeAir will provide all Jacob & Co UK clients with unprecedented access to its global alliances, allowing travellers to see things from an entirely different perspective while experiencing ultimate comfort. Clients will have access to GlobeAir's curated selection of bespoke luxury travel experiences selections to create quality

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time and cherished memories.

Laurence Brannigan of Jacob & Co UK, said: ‘The partnership with GlobeAir is all about time. By facilitating a framework where clients can leverage off of a collective experience that fosters a driving force of creativity and uniqueness. We both share in uncompromised quality, performance and punctuality. The team has plenty of knowledge, passion, and alluring qualities to captivate our clients while enjoying high-quality time together."

- **Invitation-Only Events.** With exclusive access to high-end industry events, Jacob & Co clients will receive the chance to distinguish themselves at the forefront of the latest exclusive events. As an added advantage, GlobeAir clients will be able to access a once in a lifetime opportunity to experience a private tour of Jacob & Co’s production maison in Switzerland.
- **Direct privileged contact.** As the network has developed, GlobeAir clients will be able to have direct contact with Jacob & Co and have the privilege to create a unique and bespoke timepiece. This will be an exceptional benefit for GlobeAir clients as this is normally subjective to application and approval.

With an innate sense of innovation, creativity, performance and style in common. GlobeAir is excited to establish a partnership with Jacob & Co. Through extraordinary feats of technique and efficiency that reflect the same passion as GlobeAir. Today's announcement builds on Jacob & Co’s insatiable need to create disruptive innovation and is about making the impossible a reality. By partnering with GlobeAir, the luxury jewellery and watches company becomes a merchant of dreams and memories.

Bernhard Fragner, CEO GlobeAir, commented: ‘We are delighted to launch our new partnership with Jacob & Co UK as they believe in the concept of time shared value, which is the idea that time is more valuable when shared with others. This philosophy resonates well with GlobeAir. We have a mission to provide reliable and quality solutions to share precious time in luxurious surroundings at every stage of your journey, creating exquisite experiences."

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