

## **PrimaDonna Boutique 2014**

PrimaDonna Boutique is a full-service interior design firm, and has been providing luxury essentials for private jets and yachts for over 12 years. Their unparalleled design expertise and customer service along with their comprehensive, high quality collection of luxury linens, dinnerware, glassware, silver and accessories has earned them the respect of owners, charter companies, private jet manufacturers and wide body completion centers throughout the industry. Their location in Tucson, Arizona, a frequent stopping point for clients from South America, has also proven to be a factor that adds convenience when working with clients from that region.

PrimaDonna's experienced aircraft interior designers work directly with the owners, crew, and in some cases, the client's personal interior designers to develop a design concept and select materials or products tailored to meet the special interior requirements of their private jet, ensuring achievement of the ultimate standard in design, function and comfort.

In addition to these services, they have a full design library including endless samples of carpet, fabric, granite and replacement materials. PrimaDonna designers can work directly with any service completion center to ensure that the materials are procured with the proper flame treatment requirements in a timely manner, and can even procure the materials as they have accounts with all major manufacturers. The materials can then be sent to the completion center prior to the aircraft's scheduled maintenance or interior update, ensuring there is no delay.

Their bilingual sales representatives and designers enable them to ensure clear communication with international clients. PrimaDonna has worked with many high-profile clients, and discretion is one of their trademark qualities; clients can rest assured that the design of their jet and communication with this firm will remain in the strictest of confidence. They offer an informative overview of the on-board amenities and provide clients with inspiring ideas and attractive solutions including individual, illustrated product presentations. During the development process, PrimaDonna can send samples of individual porcelain, linens, cutlery and service items to the client. They can also create custom one of a kind products from their manufacturers and their on-site linen workroom – a service their clients love as it ensures that their design and accessories are truly unique.

Custom products include leather bath accessories, menus, placemats, coasters, trays, and bottle openers, in addition to the custom linens that are their trademark pieces. PrimaDonna developed custom leather goods specifically tailored for in-flight dining when flight attendants were asking for custom-sized pieces that matched jet interiors. These menus, placemats, coasters and trays can be sized to meet the needs of the flight attendants and fabricated with specific leather to coordinate with the interior. Why does this matter? Off the shelf placemats are ridiculously oversized for jet tables and tend to overlap if not sized properly. Not only is that unattractive, but a glass of wine perched precariously on the edge of overlapping placemats could be the end to a very expensive carpet with one wrong move. It's this sort of attention to small details that sets PrimaDonna apart from everyone else in the industry of aircraft design.

In addition to their own fabulous exclusive lines of fine linens, PrimaDonna carries premium lines such as Frette table and bed linens, Hermes, Christofle, Saint Louis, Lalique, Baccarat, Waterford,

Bernardaud, Ginori, Haviland & Pickard china, L'objet, Ercuis, Alain Saint-Joanis, Wallace, Lappas leather products, Couzon flatware, and Puiforcat Silver products, among others.

The staff of PrimaDonna has over 35 years of combined knowledge and experience designing for almost every model of private aircraft, so they are familiar with the options and limitations of the spaces on every jet. This knowledge enables them to assist in the selection of items that make sense in the space. Too many retailers focus only on sales volume, neglecting the crucial need for sensible design on aircraft.

Once the items are selected, PrimaDonna's designers can design a layout for custom-fabricated inserts for the cabinetry to house the china, crystal, flatware and accessories, ensuring that these high-quality pieces aren't at risk of any damage during flight. PrimaDonna works directly with the completion center to create a design that has a space for every piece – a service you won't get elsewhere.

One of PrimaDonna's most popular custom items is their decorator pillows, which have found homes on countless jets of some of the world's most elite individuals. Their most discerning clients particularly love the Loro Piana pillows and throws and Hermes pillows. PrimaDonna has samples of both of these manufacturers, among others. They've even created an entire divan in Hermes fabric. All pillows and throws are sewn at PrimaDonna's Tucson workroom under their watchful eye, and are tailored to the custom sizes necessary for flight.

Taking their design capabilities to a whole new level, in October 2012, PrimaDonna announced the release of a revolutionary tri-fold memory foam mattress, custom made for aircraft. The first of its kind, this exclusive mattress folds compactly and stores easily, unlike many of its air mattress counterparts so often found on aircraft. The mattresses are far superior to the other options available; they are comfortable, quiet and surprisingly affordable. PrimaDonna joined forces with some of the most elite aircraft manufacturers in the world and worked for over a year to design and manufacture these mattresses.

PrimaDonna's mattresses come standard with a custom mattress pad and compression case – a vinyl bag that zips and compresses the mattress for easy storage, and can be custom made with embroidery indicating the location of that particular bed and sheeting, eliminating guesswork and increasing efficiency for the flight attendant. These fabulous included features will save clients thousands of dollars – with PrimaDonna, you get an exceptional quality mattress *and* bedding for a fraction of the cost of a traditional jet bed.

PrimaDonna's custom bedding includes the lux 550 line of Italian-woven 100% Egyptian cotton 600 thread count sateen sheeting, available in a beautiful array of 20 different colors. Customization includes sizing for each configuration and options such as combining colors, embroidery, and accent panels. The sheeting can be combined with luxurious down or down alternative hypoallergenic pillows all placed in a custom bag for a quick, efficient kit for each bed on the aircraft. Another popular item is their quilted Mongolian cashmere coverlets. They take the finest plush Mongolian cashmere and quilt it with a light layer of batting, finishing it with Lux 550 sheeting – all in the client's choice of colors and pattern. This extra luxury item finishes off the bed beautifully. It is heavy enough to keep you warm in flight and light enough to be folded

and stored easily.

Storage solutions are incredibly important to aircraft interior design, and PrimaDonna works with every client to develop custom solutions. For example, they've been asked to work around a flight attendant's storage limitations in her hangar; they hang their linens up in a closet and wanted their embroidery in a specific location on the bedding pieces so that they could easily be viewed and removed at one glance. Another flight attendant wanted everything in bags ready to go. PrimaDonna was able to add embroidery to the bedding storage "kit" which held their sheeting, pillow and comforter in a separate bag that could easily be removed and laundered and then returned to the hangar, keeping them clean until the next flight. Being a small company, PrimaDonna will work within the confines of each client – no two clients are alike and no two orders are alike. This is another benefit to working with this company; they don't crank out products like a cookie cutter production line – each order is individually crafted and sent per the clients wants and needs.

Flight attendants who have used the PrimaDonna system of custom beds and bedding love the ease of setup and takedown, with no awkward and difficult inflating and deflating of beds and no guesswork during setup.

"The beds were a HUGE success on our Europe trip! They were easy to set up – and the passengers informed me it was the best sleep they ever got." –Michelle Morosky

Another lesser-known service of this firm is personal shopping. Occasionally clients request items that PrimaDonna doesn't carry. They are happy to shop for these items to save time and make sure the items are expedited and delivered in the required time frame..

PrimaDonna's exceptional customer service does not end in the design phase. From start to finish, each client's designated PrimaDonna designer will monitor the implementation of the design, including project-specific packaging of their products and a continued relationship for after-sales service and support. This seamless process and unique attention to every detail of the implementation is what makes PrimaDonna incomparable to any other aviation showroom and brings clients back to this company time and again.