

# LA COMPAGNIE *Boutique Airline* x KEVIN LYONS

## PRESS RELEASE

### NEW YORK STREET ARTIST KEVIN LYONS & LA COMPAGNIE CREATE THE FIRST FLYING ART GALLERY *US travelers can win free round-trip business class tickets on La Compagnie*

April 12, 2017 (New York, NY) - [La Compagnie](#), the exclusively business-class boutique airline, in collaboration with renowned New York street artist [Kevin Lyons](#), will launch the first flying art gallery on April 21.

Taking inspiration from the personalities of passengers who enjoy La Compagnie's innovative spin on business-class service across the Atlantic, Lyons has created the ultimate pop-up exhibit: a moving gallery of 40 characters to reinvent the 80 windows of the boutique airline's aircraft.

"We're thrilled to be partnering with Kevin Lyons to offer our passengers a unique experience while flying to and from Paris. Being an independent airline enables us to think outside of the box and offer an experience that is completely unique, exciting and engaging," said Jean-Charles Perino, La Compagnie Co-Founder and Executive Vice President for Sales and Marketing.

The playful portrait gallery, fruit of a challenge issued to the artist by La Compagnie, will be inaugurated on flight B0100 (from Paris to New York) on April 21. Lyons will be onboard to meet and greet passengers, and offer travelers special amenities including a mini magazine detailing the work and personalized drawings to keep.

With the airborne exhibit scheduled to run through May 19, La Compagnie and Lyons are inviting fans and US travelers to preview four of the "passengers" created for the exhibition and have the opportunity to win two FREE round-trip business class tickets onboard La Compagnie. From now until April 19, travelers can enter by simply viewing the flying art gallery on [Facebook](#) and tagging the friend they'd like to travel to Paris with.

Additionally, from April 21 until May 19, passengers onboard La Compagnie will have a chance to win two FREE round-trip business class tickets simply by snapping a photo of their window art while flying and tagging it with the dedicated hashtag #KevinLyonsxCo.

"As an independent artist, I've really enjoyed working with a boutique airline that appreciates and promotes creativity and individualism. Working with La Compagnie to create the first art gallery at 38,000 feet has been incredibly fun. I'm also excited to see how the passengers interact with artwork," said Kevin Lyons.

The flying art gallery will be onboard from April 21 to May 19. For further information or to book a flight, visit [www.LaCompagnie.com](http://www.LaCompagnie.com).



**About La Compagnie:**

Launched in July 2014, **La Compagnie** is an exclusively business-class airline operating regularly scheduled transatlantic flights between New York (Newark International Airport) and Paris (Charles de Gaulle). Offering competitively low business-class fares, La Compagnie is outfitted with 74 lie-flat seats and provides thoughtful amenities including Samsung Galaxy Tablets, Caudalie cosmetic kits and a "La Carte" dining service. All passengers can take advantage of La Compagnie's frequent flyer program, MyCompagnie, receiving points that can be used towards tickets. For reservations please contact the airline's call center at 800-218-8187, visit [LaCompagnie.com](http://LaCompagnie.com) or contact your travel advisor.

**About Kevin Lyons:**

Kevin Lyons is an artist and creative director based in Brooklyn, NY. His signature Monster characters have been exhibited and published worldwide and appeared on products from Colette, Nike, Adidas, Burton, Chanel, Stussy, Stance Socks, and Girl Skateboards, among others. In other past lives, he was a Managing Partner at Anomaly NYC, the Creative Director of Urban Outfitters for 7+ years, Design Director at Stussy, and a creative at Nike. Lyons has a long-standing relationship with the Paris boutique, Colette. For more information online visit [www.naturalborn.com](http://www.naturalborn.com), or follow Lyons on instagram @klyonsnatborn.

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