

# air france business seat

## Air France Business Seat: A Comprehensive Review

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**Keyword:** Air France Business Seat

### 1. Introduction: Unveiling the Air France Business Seat Experience

The Air France Business seat has undergone significant evolution in recent years. This report delves into a comprehensive analysis of the current offering, examining its comfort, amenities, and overall passenger experience. We will explore data from various sources, including passenger reviews, expert evaluations, and Air France's own specifications, to provide a balanced and informed perspective on the Air France Business seat.

## **2. Seat Design and Comfort: A Deep Dive into the Air France Business Seat**

The design of the Air France Business seat varies depending on the aircraft type. However, most newer long-haul aircraft feature a fully lie-flat bed, a significant improvement over previous iterations. Data collected from SeatGuru, a popular seat review website, shows that passenger satisfaction with the lie-flat feature is consistently high. The seats typically offer ample legroom, though specific dimensions differ between aircraft models. While some passengers report slight discomfort from the firmness of the mattress, most praise the overall comfort for sleeping. The width of the Air France Business seat is generally competitive with other major carriers offering similar class of service. However, direct comparisons require careful consideration of specific aircraft models and configurations.

## **3. Amenities and In-Flight Entertainment: Enhancing the Air France Business Seat Experience**

The Air France Business seat offers a range of amenities designed to enhance the passenger experience. These typically include:

**In-flight entertainment (IFE):** Air France provides a comprehensive IFE system with a wide selection of movies, TV shows, music, and games. User reviews suggest the system is generally well-regarded, although some passengers have reported occasional technical glitches.

**Noise-canceling headphones:** Many Air France Business Class passengers receive high-quality noise-canceling headphones. This feature contributes significantly to a more restful flight, especially on long-haul journeys.

**Wi-Fi:** Air France offers Wi-Fi on many of its long-haul flights. However, the speed and reliability can vary based on the flight and aircraft. User experience data indicates a mixed reception regarding Wi-Fi speeds.

**Dining:** The Air France Business Class dining experience receives mixed reviews. While some passengers praise the quality of the food and service, others express dissatisfaction. This may be

attributed to the variability of the culinary experience across different flights and routes.

**Amenity Kit:** Passengers are generally provided with an amenity kit containing toiletries and other essentials. The contents of these kits may vary depending on the flight duration and route.

## **4. Comparison with Competitors: How Does the Air France Business Seat Stack Up?**

Comparing the Air France Business seat to competitors requires a nuanced approach. While Air France offers a fully lie-flat seat on many long-haul routes, direct comparisons with airlines like Emirates, Singapore Airlines, or Cathay Pacific are essential. These airlines often offer seats with slightly wider dimensions or more innovative features. However, Air France's offerings are generally considered competitive in terms of comfort and amenities, providing a good value proposition for the price point. Data from independent aviation review websites reveals that Air France typically ranks within the top tier but not always leading among its competitors.

## **5. Customer Reviews and Feedback: Real-World Perceptions of the Air France Business Seat**

Extensive analysis of online passenger reviews from platforms like TripAdvisor, Skytrax, and Google Reviews reveals a mix of positive and negative feedback regarding the Air France Business seat. While many passengers praise the comfort of the lie-flat bed and the quality of the in-flight entertainment, others express concerns about inconsistent service and the quality of food. The overall sentiment suggests a generally positive but not universally ecstatic experience with the Air France Business seat. Sentiment analysis of the collected data indicates a slightly higher proportion of positive comments than negative ones, but inconsistencies in service remain a prominent concern.

## **6. Future Outlook: Air France's Plans for the Air France Business Seat**

Air France is continuously investing in its fleet modernization and cabin upgrades. This suggests a commitment to improving the passenger experience and competitiveness of its Air France Business

seat. While specific details are subject to change, future improvements could include enhanced IFE systems, improved seat design, and further refinements to the in-flight dining service.

## 7. Conclusion

The Air France Business seat offers a generally comfortable and well-equipped travel experience for long-haul flights. While the lie-flat bed is a significant asset and the in-flight entertainment is well-received, inconsistencies in service and food quality remain areas for potential improvement.

Compared to competitors, Air France's Business Class offering holds a respectable position, offering a competitive value proposition. However, continuous innovation and attention to detail will be crucial for Air France to maintain its position within the increasingly competitive premium travel market. The Air France Business seat represents a significant step forward for the airline but still has room for further refinement.

## FAQs

1. What is the width of the Air France Business seat? The width varies depending on the aircraft type, ranging from approximately 20 to 22 inches.

1. Does Air France offer direct aisle access in all Business Class seats? No, direct aisle access is not guaranteed in all Air France Business Class configurations.

1. What type of bedding is provided in the Air France Business seat? The bedding typically includes a duvet, pillow, and mattress topper.

1. What kind of power outlets are available at the Air France Business seat? Usually, both USB and standard power outlets are available.
1. Can I pre-select my Air France Business seat? Yes, seat selection is typically available during booking or online check-in, often for a fee.
1. Is Wi-Fi available on all Air France Business Class flights? No, Wi-Fi availability depends on the aircraft and route.
1. What is the Air France Business Class baggage allowance? The baggage allowance varies depending on the fare purchased and route.
1. What are the options for special meal requests on Air France Business Class? Air France offers a range of special meal options, which should be requested in advance.
1. How can I provide feedback on my Air France Business Class experience? You can provide feedback through Air France's website or app.

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1. Air France Business Class Award Travel: A guide to using miles and points to redeem Air France Business Class flights.

**air france business seat:** Ask the Pilot Patrick Smith, 2004 Though we routinely take to the air, for many of us flying remains a mystery. Few of us understand the how and why of jetting from New York to London in six hours. How does a plane stay in the air? Can turbulence bring it down? What is windshear? How good are the security checks? Patrick Smith, an airline pilot and author of Salon.com's popular column, Ask the Pilot, unravels the secrets and tells you all there is to know about the strange and fascinating world of commercial flight. He offers: A nuts and bolts explanation of how planes fly Insights into safety and security Straight talk about turbulence, air traffic control, windshear, and crashes The history, color, and controversy of the world's airlines The awe and oddity of being a pilot The poetry and drama of airplanes, airports, and traveling abroad In a series of frank, often funny explanations and essays, Smith speaks eloquently to our fears and curiosities, incorporating anecdotes, memoir, and a life's passion for flight. He tackles our toughest concerns, debunks conspiracy theories and myths, and in a rarely heard voice dares to return a dash of romance and glamour to air travel.

**air france business seat:** Lagos Travel Guide Funke Ogunkoya-Futi, 2020-09-22 Welcome to Lagos. Lagos's combo of grit and (chaos) is bound to mesmerize all those keen to explore its vibrant culture, intense parties, charismatic souls, rich history and fabulous food. Lagos, one of the world's

most populous cities with over 18 million inhabitants, often gets overlooked – this guide exposes the mystery, the charm and all that Lagos has to offer to the bold traveler looking to immerse themselves in a truly African experience. This travel guide showcases Lagos' soul, sights, and tastemakers in a new, upbeat and positive light. Visit Lagos smartly and safely with this Lagos travel guide that simulates the lifestyle of a true local. Lagos Travel Guide is a personal, honest and engaging perspective of the wondrous city from the eyes of the top changemakers. This guide will serve as your handbook to help you build a bond with the heartbeat of Africa. From one of Nigeria's most highly recognised travel writers "Funke Ogunkoya-Futi", this is the definitive book on visiting Lagos, Nigeria.

**air france business seat:** *AIR 747* SAM CHUI, 2019-09

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**air france business seat:** *Air Crash Investigation: The Crash of Air France Flight 358* Hans Griffioen, 2009-06-21 On August 2, 2005 Air France Flight 358, an Airbus A340, departed Paris, on a flight to Toronto, Canada, with 297 passengers and 12 crew members on board. On final approach, the aircraft's weather radar was displaying heavy precipitation encroaching on the runway from the northwest. The aircraft touched down 3800 feet down the runway, and was not able to stop before the end of it. The aircraft stopped in a ravine and caught fire. All passengers and crew members were able to evacuate the aircraft on time. Only 2 crew members and 10 passengers were seriously injured during the crash and the evacuation.

**air france business seat:** *Jetliner Cabins* Jennifer Coutts Clay, 2006-03-24 Describes the high art and technical bravura behind creating some of the smallest living spaces in the world. With photographs of aircraft interiors from leading carriers, this book fully details the variety, as well as the creative breadth, behind them.

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**air france business seat:** *Understanding Air France 447* Bill Palmer, 2013-07-25 The most comprehensive coverage to date of Air France 447, an Airbus A330 that crashed in the ocean north



of Brazil on June 1, 2009, killing all 228 persons on board. Written by A330 Captain, Bill Palmer, this book opens to understanding the actions of the crew, how they failed to understand and control the problem, and how the airplane works and the part it played. All in easy to understand terms. Addressed are the many contributing aspects of weather, human factors, and airplane system operation and design that the crew could not recover from. How each contributed is covered in detail along with what has been done, and needs to be done in the future to prevent this from happening again. Also see the book's companion website: [UnderstandingAF447.com](http://UnderstandingAF447.com)

**air france business seat:** *Straight and Level* Stephen Holloway, 2016-12-14 This third edition of *Straight and Level* thoroughly updates the previous edition with extensive comments on recent industry developments and emerging business models. The discussion is illustrated by current examples drawn from all sectors of the industry and every region of the world. The fundamental structure of earlier editions, now widely used as a framework for air transport management courses, nonetheless remains unchanged. Part 1 of the book provides a strategic context within which to consider the industry's economics. Part 2 is built around a simple yet powerful model that relates operating revenue to operating cost; it examines the most important elements in demand and traffic, price and yield, output and unit cost. Part 3 probes more deeply into three critical aspects of capacity management: network management; fleet management; and revenue management. Part 4 concludes the book by exploring relationships between unit revenue, unit cost, yield, and load factor. *Straight and Level* has been written primarily for masters-level students on aviation management courses. The book should also be useful to final year undergraduates wanting to prepare for more advanced study. Amongst practitioners, it will appeal to established managers moving from functional posts into general management. More broadly, anyone with knowledge of the airline industry who wants to gain a deeper understanding of its economics at a practical level and an insight into the reasons for its financial volatility should find the book of interest.

**air france business seat:** *The Traveler's Diet* Peter Greenberg, 2006-05-09 Expand your travel horizons without expanding your waistline No matter how healthy or balanced your diet, the minute you start traveling, all bets are off. And Peter Greenberg should know. After two decades as a television correspondent (logging an average of 400,000 air miles a year), this frequent flier finally stepped on the scale and then vowed to lose seventy pounds. Now, after sharing insider secrets on hotels, airlines, and cruise ships, he tells you the secret of diet, exercise, sleep, and losing weight while on the road. Each component of the travel process is examined; the results will surprise you and help you to learn: • What new time zones do-and don't do-to your metabolism • Which airports have the best/worst food. • What to eat before flying • The real truth about how much water to drink-and what kind • How to work out in flight, without turbulence • The "healthy choice" hotel menus that lie • When to sleep and when to stay awake-some real surprises. • How to turn your hotel room into an instant gym • How to stay in ship-shape while actually at sea. • Eat well without overdoing it-even in France and Italy • How to create healthy structure with an unstructured schedule Together with medical, fitness, nutrition experts, and aeromedicine and exercise physiology consultants, Peter Greenberg provides a practical plan that works for road warriors and leisure travelers alike. Whether you're jetting off to Mumbai or Memphis, this entertaining guide ensures that you arrive at your destination in style and in shape.

**air france business seat:** *Flying Off Course* Rigas Doganis, 2019-01-10 Aviation is one of the most widely talked about industries in the global economy and yet airlines continue to present an enigma. Between 2010 and 2018 the global airline industry experienced its longest period of sustained profitability; however, huge global profits hid a darker side. Many airlines made inadequate profits or serious losses while others collapsed entirely. This fifth edition of *Flying Off Course* explains why. Written by leading industry expert, Rigas Doganis, this book is an indispensable guide to the inner workings of this exciting industry. Providing a complete, practical introduction to the fundamentals of airline economics and marketing, it explores the structure of the market, the nature of airline costs, issues around pricing and demand, and the latest developments in e-commerce. Vibrant examples are drawn from passenger, charter and freight airlines to provide

a dynamic view of the entire industry. This completely updated edition also explores the sweeping changes that have affected airlines in recent years. It includes much new material on airline alliances, long-haul low-cost airlines, new pricing policies and ancillary revenues in order to present a compelling account of the current state of the airline industry. Offering a practical approach and peppered with real examples, this book will be valuable to anyone new to the airline industry as well as those wishing to gain a wider insight into its operations and economics. For undergraduate or postgraduate students in transport studies, tourism and business the book provides a unique insider's view into the workings of this exciting industry.

**air france business seat: Girl With No Job** Claudia Oshry, 2021-01-26 INSTANT NEW YORK TIMES BESTSELLER A laugh-out-loud funny look at pop culture and social media stardom from one of the most popular funemployed millennials today, perfect for fans of Next Level Basic and The Betches. As the creator of the breakout Instagram account @GirlWithNoJob, Claudia Oshry has turned not wanting an ordinary career into a thriving media company and pop culture-focused podcast and morning show. The origins of her pop culture obsessions can be traced back to household debates over boy bands, and her flair for the dramatic to her young emulation of Blair Waldorf. When she started @GirlWithNoJob, Claudia entered that world herself as a social media influencer, sharing her unbelievable—and unbelievably awkward—encounters with some of her favorite A-listers as she navigates her incredible access. Now, in this juicy, behind-the-scenes look at the life of an Instagram sensation, Claudia leaves nothing out as she contemplates staying true to yourself while hustling in today's digital culture. Sometimes the best lessons are learned the hard way, and her journey hasn't been without its punch-in-the-face doses of humility. But, like anyone with a relentless desire to be popular, she dusts herself off and finds a new, better way forward. With humor and unique insights, Claudia examines the nature of social media celebrity, the many sides of fandom, and cancel culture. If there's one thing she knows for sure, she was born thirsty, and she's here for another round!

**air france business seat: The Economics of Tourism Destinations** Guido Candela, Paolo Figini, 2012-09-11 The book aims at providing an overview of the main economic issues related to tourism activities. While tourism is an important sector, contributing to more than 10% of the European Union's GDP, research and teaching at the university level has only recently grown to a considerable level, and the field still lacks a firm research methodology. This book approaches tourism economics as an applied field of study in which tourism markets are represented as imperfect markets, with asymmetric and incomplete information among agents, bounded rationality, and with a strong presence of externalities and public goods. The economic issues studied in the book are approached both intuitively, largely using examples and case studies, and formally, with mathematical formalizations in text boxes.

**air france business seat: World of Wanderlust** Brooke Bellamy, 2016-10-31 What are the world's greatest destinations? Where are the best places to travel solo? From airport fashion to road trip rules, professional traveller Brooke Saward shows us where to go, what to do and how to get that holiday feeling without even leaving home. Full of beautiful photographs that will ignite the imagination and featuring enduring favourites like Paris, New York, and London, this is the book that will inspire you to make every day an adventure.

**air france business seat: The Airbus A380** Graham M. Simons, 2014-08-13 Every 7 minutes, an A380 takes off or lands somewhere in the world...The Airbus was initially designed and developed in order to provide a contender to the Boeing's growing monopoly of the skies in the biggest large-aircraft market in the world. Ambitious in design, the undertaking seemed mammoth. Yet scores of aviation engineers and pilots worked to get the design off the ground and the Airbus in our skies. This double-decker, wide-body, 4 engine jet airliner promised to redefine expectations when it came to commercial flight. Five years on from its launch, Graham Simons provides us with this, an impressively illustrated narrative history of the craft, its achievements, and the legacy it looks set to provide to a new generation of aviation engineers, enthusiasts and passengers. Operated by airlines such as Emirates, Singapore Airlines, Qantas and Lufthansa, the story of the A380 could be said to

represent the story of modern-day travel itself, characterised by major technological advances across the world that constantly push the boundaries of expectation. Sure to appeal broadly across the market, this is very much a commemorative volume, preserving the history of this iconic craft in words and images.

**air france business seat: Shoebag** M. E. Kerr, Mary James, 2013-12-17 A cockroach wakes up one morning and discovers that he has turned into a boy Shoebag likes his life as a cockroach. Like the others in his "tribe," he was named for the place of his birth—in his case, a white summer sandal. He enjoys living in a Boston apartment building with his parents, Drainboard and Under The Toaster, although they've lost countless relatives to jumping spiders, water bugs, beetles, and the deadly fumes of the dreaded exterminator. So when Shoebag discovers that he's been transformed into a person, he's horrified. But the worst is yet to come. Shoebag is adopted by the Biddle family and renamed Stu Bagg. Mr. Biddle enrolls him in Beacon Hill Elementary School, and every night for one hour before bedtime, he watches television with Eunice "Pretty Soft" Biddle, his new seven-year-old sister, who loves the color pink and is the star of toilet paper commercials. At school, Shoebag tries to fit in as a human, while back home he tries to protect his insect family from spiders, cats, and the Zapman. Then Shoebag discovers a secret formula that could change him back into a roach. All he has to do is choose. This ebook features an illustrated personal history of M. E. Kerr including rare images from the author's collection.

**air france business seat: Forbes** Bertie Charles Forbes, 1951 This business magazine covers domestic and international business topics. Special issues include Annual Report on American Industry, Forbes 500, Stock Bargains, and Special Report on Multinationals.

**air france business seat: Images of Utopia in the Advertising Page** Luigi Manca, Alessandra Manca, 2024-12-15 In this book, Luigi Manca and Alessandra Manca examine the use of utopian imagery in magazine advertisements from the 1970s through the early 2020s. Positing that these advertisements reflect the public's unbridled desires, rather than reality itself, the authors argue that these idealistic reflections can lead the public to be unable or unwilling to recognize real threats to democracy, social justice, and the environment. They extend this analysis to argue that political moderates have long underestimated the ability of mass media and charismatic, radical politicians to tap into the utopian dreams of millions of disillusioned—and predominantly white—Americans to leverage these dreams in order to further their own political agendas. Ultimately, this cumulative study spanning decades of advertisement history portrays a consumer utopia shaped almost exclusively by unrestrained consumer desire.

**air france business seat: Food in the Air and Space** Richard Foss, 2014-12-11 In the history of cooking, there has been no more challenging environment than those craft in which humans took to the skies. The tale begins with meals aboard balloons and zeppelins, where cooking was accomplished below explosive bags of hydrogen, ending with space station dinners that were cooked thousands of miles below. This book is the first to chart that history worldwide, exploring the intricacies of inflight dining from 1783 to the present day, aboard balloons, zeppelins, land-based aircraft and flying boats, jets, and spacecraft. It charts the ways in which commercial travelers were lured to try flying with the promise of familiar foods, explains the problems of each aerial environment and how chefs, engineers, and flight crew adapted to them, and tells the stories of pioneers in the field. Hygiene and sanitation were often difficult, and cultural norms and religious practices had to be taken into account. The history is surprising and sometimes humorous at times some ridiculous ideas were tried, and airlines offered some strange meals to try to attract passengers. It's an engrossing story with quite a few twists and turns, and this first book on the subject tells it with a light touch.

**air france business seat: Cockpit Confidential** Patrick Smith, 2018-06-05 NEW YORK TIMES BESTSELLER A fascinating fear of flying book from a commercial airline pilot and author of the popular website askthepilot.com. For millions of people, travel by air is a confounding, uncomfortable, and even frightening experience. When you go behind the scenes, however, you can see that the grand theater of air travel is actually fascinating. From the intricate design of airport

architecture to the logistics of inflight service, here is everything you need to know about flying. Commercial airlines like to hide the truth from customers and do nothing to comfort nervous fliers. And what's scarier than the unknown? In this aviation book, pilot Patrick Smith breaks down that barrier and tells you everything you need to know about flying, including: How planes fly, and a revealing look at the men and women who fly them Straight talk on turbulence, pilot training, and safety The real story on delays, congestion, and the dysfunction of the modern airport The myths and misconceptions of cabin air and cockpit automation Terrorism in perspective, and a provocative look at security Airfare, seating woes, and the pitfalls of airline customer service The true colors and cultures of the airlines we love to hate Cockpit Confidential is a thoughtful, funny, and at times deeply personal look into the strange and misunderstood world of commercial flying. If you liked other books about airplanes for adults, including *Soar* by Tom Bunn or *Skyfaring*, you'll find reassurance, humor, and guidance in *Cockpit Confidential*. Anyone remotely afraid of flying should read this book, as should anyone who appreciates good writing and great information. —The New York Times, on *ASK THE PILOT* Patrick Smith is extraordinarily knowledgeable about modern aviation...the ideal seatmate, a companion, writer and explorer. —Boston Globe

**air france business seat:** *Michigan Journal of Economics* , 1980

**air france business seat:** *Confessions of a Fashionista* Angela Clarke, 2014-11-27 The incredibly popular Daily Mail column, 'Confessions of a Fashionista', feeds its hungry readers snippets of a life in the glittering yet deranged world of fashion. Now its anonymous author reveals both her identity and the true story of her giddily glamorous time in the style industry, with insider gossip on the people who populate it. Propelled by a painful end to a relationship and determined to prove her ex wrong for breaking up with her, our Fashionista lands a place on the Harrods Graduate Scheme. A complete outsider to the fashion world, she sets out on a wing and a pair of Guccis, and finds herself in a whirlwind of couture and craziness. Along the way she learns how to stay sane in a world where hairdressers have egos as big as their clients' bouffants, where dogs fly business class, and if you're eating carbs it can only be because you're pregnant. *Confessions of a Fashionista* is a book for anyone who's ever been an outsider, for anyone who's ever had a relationship end badly and thought they'd never find true love, and for anyone who thinks that cakes were made to be eaten, not sniffed. By turns hilarious, sad, thrilling, romantic and fun, it is the It book for fashionistas everywhere.

**air france business seat:** *Full Upright and Locked Position: The Insider's Guide to Air Travel* Mark Gerchick, 2013-06-10 Sit back, relax, and enjoy the flight, our pilots still intone. But who are they kidding? Former FAA chief counsel and senior aviation policy official Mark Gerchick unravels the unseen forces and little-known facts that have reshaped our air travel experience since September 11, 2001. With wry humor and unique insight, Gerchick takes us past the jargon, technicalities, and all-is-well platitudes to expose the new normal of air travel: from the packed planes and myriad hassles of everyday flying to the alchemy of air fares, the airlines' endless nickel-and-diming, and the elusive hope of escape from steerage. We find out what pilots do in the cockpit, what's really worth worrying about when it comes to airline safety, and why we get sick on planes. Meanwhile, Gerchick ponders the jarring disconnect between our quaint expectations of service with a smile and the grim reality of cramped seats, no-free-lunch, and watch-yer-knees. With sympathy for both fliers and airlines, Gerchick shows how the new business-all-business airline industry has finally learned to make money, even in the face of crushing fuel costs, and get millions of travelers where they're going every day safely and quickly. From his singular vantage point as former aviation regulator and policymaker, Gerchick gives us a straightforward insider's view of how hard it is for government to improve the traveler's lot by explaining the vagaries of consumer protection rules as well as the political realities and the economic forces at work. While Gerchick offers reasons to hope for a better future in air travel, he presents an unvarnished look at what we can expect—good and bad—when we take to the skies. Some of it will reassure you, some will make you cringe, but all will open your eyes to what it means to fly today.

**air france business seat:** *Middle East Tapestry* Roger H. Guichard Jr., 2021-02-25 Middle East

Tapestry represents the final installment of my thirty-plus years living and working in the Arab and Muslim worlds. The previous works, *Masr* and *At the Margins*, covered outlying areas of the region, including Egypt, South Asia, and West Africa. This book marks a return to the central lands of Islam in the Arabian Peninsula, including Saudi Arabia and Yemen, with lengthy excursions into lands to the north, chiefly Jordan and the West Bank. The title, *Middle East Tapestry*, was chosen after careful consideration of several alternatives. The term Middle East simply seemed the best descriptor of the area inhabited by the world's nearly four hundred million Arab Muslims and makes up in familiarity what it may lack in definitional precision and nuance. The word tapestry--technically, an elaborate piece of textile work with pictures woven into the warp and weft--was also carefully chosen. It more generally describes an intricate combination of things or sequence of events, not necessarily related, that seemed to answer to the complexity of the area I am describing: a tapestry of cultures, races, and customs. Indeed, there is hardly a thing in the history of the area that is not intricate or complex.

**air france business seat: *New York Magazine*** , 1979-10-22 *New York magazine* was born in 1968 after a run as an insert of the *New York Herald Tribune* and quickly made a place for itself as the trusted resource for readers across the country. With award-winning writing and photography covering everything from politics and food to theater and fashion, the magazine's consistent mission has been to reflect back to its audience the energy and excitement of the city itself, while celebrating New York as both a place and an idea.

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search of the elusive Birkins and Kellys-and found Mickey Mouse underwear instead. %%% This book is a pure pleasure to read; filled to the brim with humor and I love the wittiness of Alexandra Dewi and the sincerity of fierce yet darling Fifi. Hermès Temptation is a celebration of all women. The dynamic duo's passions, sensitivities and measured ways of dealing with the intricacies of this tough business and of course the many temptations in LIFE warrant a thorough read. Cathy Sharon. Model, Presenter, Actress I can't stop smiling reading Hermès Temptation... this book is not too lengthy but definitely interesting to read all the way through! It is amazing to read how some people can be so superficial for something so artificial, for a piece of (what we believe) a branded bag. This book is an eye-opener for all of us. Becky Tumewu. Presenter & Founder of TalkInc. Well, here we have one intriguing book..... It makes you wonder, doesn't it, 'Are you what you wear'... or 'Do you wear what you want to be'? Susan Bachtiar. Model, Presenter, Actress

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