
Spafax and Refinery29 launch female-focused inflight content

By **Rachel Debling** on March, 4 2019 | Inflight Entertainment



R29 Originals TV will be available to Spafax's airline clients this summer

[Spafax](#) announced today that it has signed with [Refinery29](#) to bring female-focused R29 Originals to the inflight market.

Through the partnership, airlines can select from a variety of Refinery29 videos across multiple genres, including comedy, documentary and tutorial, with topics such as style, politics, food, sex, health, wellness, travel and beauty. The content will be available to airline partners beginning this summer and the selection will be rotated monthly.

Gabriella Wilkie, Spafax TV Acquisitions Manager, said in a statement: “The range and quality of female-focused topics featured in the videos makes our partnership with Refinery29 unique. Ultimately, all the videos have a unifying aim of telling stories to showcase the depth and variety of female voices and we’re very excited to make R29’s video library available to our airline clients.”

Christopher Sumner, Refinery29 Senior Vice President Business Development and Strategy, also commented on the partnership: “With a global audience of over 400 million viewers, Refinery29 media has grown to be the leading female-focused media and entertainment company. Our partnership with Spafax will continue to expand our reach across platforms, globally.”