

Frontier Airlines selects Geven for First Class seating



Geven x Frontier Airlines

[Geven](#) has been selected by Frontier Airlines to design and produce the airline's new First-Class seats. This collaboration is a key element of Frontier's ambitious transformation into The New Frontier—a customer-centric initiative dedicated to delivering enhanced comfort, exceptional value, and exclusive rewards for travellers.

Geven is leveraging its expertise in high-quality, innovative seating to create a tailor-made design that meets Frontier's requirements. The new Comoda First Class seats will be crafted to combine luxurious comfort with durability and sophisticated aesthetics.



Alberto Veneruso, Managing Director at Geven

"At Geven, we take pride in our ability to design and manufacture seating solutions that perfectly align with our partners' vision. This collaboration with Frontier Airlines represents an exciting opportunity to bring a new level of comfort and innovation to First Class seating", said Alberto Veneruso, Managing Director at Geven. "By combining our expertise in premium aircraft seating with Frontier's forward-thinking approach to customer experience, we are redefining what accessible luxury means in air travel."

Frontier Airlines aims to redefine the premium travel with a focus on accessibility and value:

- Enhanced Passenger Experience: New First Class seating will offer spacious, luxurious seats in the first two rows, providing unparalleled comfort without compromising Frontier's signature affordable pricing.
- Exclusive Benefits: Frontier Miles Elite Gold members and above will enjoy complimentary upgrades to First Class (based on availability), ensuring that premium travel becomes more accessible to loyal customers.



Gilles Bussutil, VP Inflight Experience, Frontier Airlines

"We are thrilled to partner with Geven, world-renowned for high-quality, luxury aircraft seating, to roll out First Class seats on the entire Frontier fleet beginning in late 2025," said Gilles Bussutil, VP Inflight

Experience, Frontier Airlines. "As we continue the customer- focused transformation of Frontier Airlines, our new First-Class seats are an important part of our mission to elevate the customer experience. With the highly experienced team at Geven, we are designing seats that blend luxury, comfort and quality.

The installation of the new First Class seats is expected to begin later this year.