

Video clip: Air France unveils La Première film with Terminal 9 Studios

A look at "Inside the Dream: La Première Air France"

[Air France](#), in collaboration with production company Terminal 9 Studios, has unveiled "Inside the Dream: La Première Air France," an original film that offers an exclusive inside look into the creation of the airline's most exclusive travel experience. Available starting September 17 on Canal+ and from October 1 on board Air France long-haul flights.

For three years, Air France worked in total secrecy on its new La Première service, a world of French excellence and refinement where every detail counts, to offer customers around the world the highest expression of travel.

For the first time, director Maxime Jouan's cameras were able to capture the key stages and the many challenges faced by all the company's teams in creating this experience.

Under the supervision of Air France-KLM CEO Benjamin Smith and Air France CEO Anne Rigail, the new La Première experience is based on more than 90 years of French expertise. Viewers can follow Léa's journey as she trains to become a La Première cabin crew member, as well as Michelin-starred chefs Anne-Sophie Pic and Alain Ducasse as they design the inflight dining experience. It is also an opportunity to discover the selection of French wines and champagnes in this travel cabin, curated by Xavier Thuizat, head sommelier for Air France and the Hôtel de Crillon, A Rosewood Hotel. Francis Kurkdjian, Master Perfumer and Artistic Director of Maison Francis Kurkdjian, also looks back at the creation of the first-ever Air France home fragrance.

From the development of a one-of-a-kind concept to the emotion of the inaugural flight operated by a 777-300ER, the film reveals all the secrets of the people behind this new experience. It takes viewers on a journey from Air France's Head Office at Paris-Charles de Gaulle to its gigantic maintenance hangars, from the cellars of a luxury Parisian hotel to the vineyards of Meursault, and from STELIA Aerospace's aircraft assembly plants in Rochefort to the private kitchens of France's finest restaurants.

This film completes the Inside The Dream collection, an original concept devised by the production company Terminal 9 Studios, revealing what goes on behind the scenes at leading fashion houses such as Bvlgari, Mugler, Dior, Mandarin Oriental and, now, Air France.

"Inside the Dream: Air France La Première," with the participation of Michelin-starred chefs Anne-Sophie Pic and Alain Ducasse, Master Perfumer Francis Kurkdjian, actress Virginie Efira and head sommelier Xavier Thuizat. Available now on Canal+ and soon on other platforms. Available on board all Air France long-haul flights starting October 1, 2025.