

6 March 2023

Your eXperts Login: IN477083



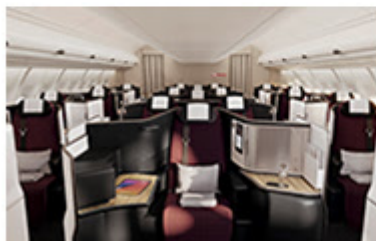
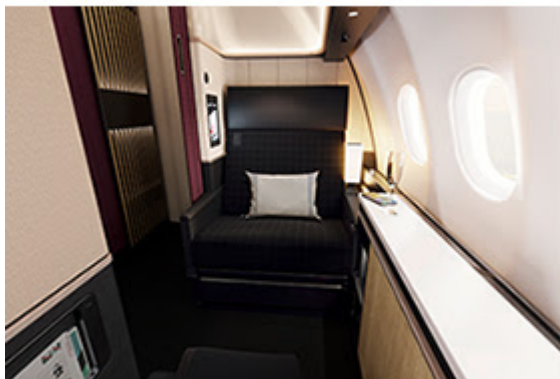
## SWISS introduces the next-generation air travel experience

Dear Mrs. Upasna,

Just a few days ago, we introduced you to Allegris, the new Lufthansa long-haul product in all travel classes. Today, we are pleased to give you a first glimpse of the new SWISS travel experience on long-haul flights starting 2025: SWISS Senses.

[Roll the film!](#)

With SWISS Senses, your customers will be able to **tailor their travel even more closely to their own individual needs**. For the first time, SWISS will be offering a suite concept in SWISS First and parts of SWISS Business.



In all travel classes, SWISS guests can look forward to a **new state-of-the-art inflight entertainment system** with larger screens and convenient connection options for their own personal devices. A new Human-Centric Lighting also helps passengers reduce the effects of jet lag.

Our entirely redesigned cabins incorporate a **timeless color scheme and top-quality materials** that all draw their inspiration from Switzerland's unique nature and architecture. The warm and muted tones such as claret, anthracite and beige convey a particular sense of warmth and well-being.

[Take a first look at SWISS Senses](#)

SWISS Senses is part of the largest products and services initiative in the history of the Lufthansa Group, which is investing a total of 2.5 billion euros to further improve the customer experience at every stage of the journey.

Best Regards,

Your eXperts Team India

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