

# Business Jet *interiors* INTERNATIONAL

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PREVIEW

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for the products  
and trends to  
watch out for

## WHAT'S NEXT FOR IFE?

EVERYTHING YOU NEED TO  
KNOW ABOUT THE CONSUMER  
TECHNOLOGIES PASSENGERS  
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### CITATION HEMISPHERE

How customers helped to design the interior of Textron Aviation's first large-cabin jet

### SUPERSONIC INTERIORS

The technical challenges facing developers of the new generation of supersonic business jet interiors

### REMANUFACTURING

From a financial standpoint, which aircraft type is the best candidate to make good as new?

# GOLD SERVICE

Merging the latest design elements with functionality is the challenge Dahlgren Duck & Associates undertakes when providing the finishing touches for a modern business jet

One of the ongoing challenges for design in the private aviation industry is combining beautiful personalization with practicality. Designers are consistently tested to adhere to specifications while bringing a customer's style to life in the sky.

Dahlgren Duck & Associates (DDA) has developed a 30-year-old business merging these two needs. It supplies leading private aviation companies, major OEMs and completion centers with an extensive offering of fine crystal, china, flatware, linens and amenities, as well as customized services, to meet any space or style. "Our consultants work alongside private aircraft teams to define and realize the unique design of hundreds of interiors by procuring the finest products and patterns from top luxury brands," says Scott Ritter, CEO at the company.

DDA continues to build upon the legacy of high customer service that its namesake founders, Jim Dahlgren and Allan Duck, committed to on establishing the business in 1983. "Experts of luxury and unmatched in service is more than a tagline for us," says Ritter. "We are personal purveyors of product who carefully strategize and consult to enhance an overall vision."

## RESEARCHING THE MARKET

To respond to demand for modern luxury, the company says it is vital to dedicate time to keep up with the ever-changing aviation landscape, as well as trends, and the strengths and limitations of certain products. To source amenities, DDA must first discuss the scope of the project with the customer, and discern the best luxury brand to pair the project with. When working with an aviation team, the

DDA also serves the yacht, residential and hospitality markets



company endeavors to present amenities that work with the interior so that the project is not held up by products having dimensions or specifications that do not work within the space.

"Understanding the customers' needs is vital, but bringing the vision to reality is what we truly want to do," says Ritter. "We cannot be editors of spaces without knowing both sides of the business – our customers' needs and our luxury brand's products – as thoroughly as possible."

This aspect is what Ritter describes as the secret of the business: working with the most exclusive luxury vendors. DDA has fostered these relationships for the past 30 years so diligently that many times, the vendors (many who are heritage brands) have developed special pieces to meet aviation needs and requirements, from personalizing the dimensions of a crystal wine glass and manufacturing microwave-safe products, to adapting lead times and adding logos.

To take products a step further, DDA also has a bespoke design division, comprised of a network of project consultants, artisans and boutique

craftspeople who are eager to bring the extraordinary to life. These items include unique *objets d'art* and personalized pieces developed with luxury brands.

## EASE OF ORDERING

The company is also aware of the need to meet market demands in terms of technology. In May 2016 DDA unveiled a new look for its branding and continues to improve its back-end ordering system to streamline the specification, selection, ordering and reordering process.

"Our service, breadth of product offerings and full knowledge of specifications create an unparalleled service in the industry," says Ritter. "We always welcome the discussion of new challenges in the industry and how we can continue to bridge the gap between design and functionality." ❖

## FREE READER INQUIRY SERVICE

To request more details from Dahlgren Duck & Associates, visit [www.ukimediaevents.com/info/aimbj](http://www.ukimediaevents.com/info/aimbj)



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