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Shuki International: Worldwide Private Jet Charters

In the span of just a few years, Shuki has established himself as one of the world's leading designers and savvy businessmen. In an industry full of names, Shuki has quickly emerged at the cutting edge of an industry full of followers. In less than a decade, Shuki's name has become synonymous with innovation, aircraft charters, beauty, style, and above all, excellence in fashion and fragrances. No doubt in the next few years, Shuki will take his rightful place with such luminaries as Armani, Valentino, and Bob Mackie. Born in Tel Aviv in 1970, Shuki showed at an early age that he was going to become something special. In his studies in Israel, and later in Paris, he quickly displayed his flair for excellence and innovation in such areas as mobile and stationary advertising, private jet charters, hair design, and fashion design.

It was during this period when Shuki worked with such famous designers as Carl Lagerfeld, Marc Bohan (Christian Dior), and Thierry Mugler. VIP lists continue into charter aircraft. It was with these luminaries and others that Shuki developed his knack and flair for brilliance. Then, in 1986, Shuki immigrated to the United States, and quickly established himself as a force to be reckoned with in the fashion, advertising and private aircraft charter industry. Of course, Shuki's excellence was not only noticed in America, but his work also became the Number One seller in the perennially tough Japanese market. In fact, in such a short time, Shuki has successfully established ten boutiques, catering to an elite and discriminating clientele, from Rodeo Drive to Melrose Avenue. He has catered to a bevy of worldwide celebrities. Shuki's work has quickly established him as not only an industry standard, but also the standard by which all others will be measured in the future. Others in the industry now look to him for inspiration as they set their sail on their quest for fashion excellence.

Shuki continues to innovate in areas where others can only dream. Throughout his career, even when the stakes are high, he has shown that he is willing to roll out the red carpet!

future payment. The organization vanishes, and so does any possibility of payment to the operator.

A word to the wise, if you have any doubts about a campaign's ability to pay (or perhaps about the electability of the candidate) ask for payment up front or reconsider the business.



Investigate their Needs

Of the many people who contributed an opinion or shared a story for this feature, one of the most articulate was JaNiece Rush, of New York's Sterling Domestic. Rush has carved out a niche for herself as a placement agent for high net-worth individuals and celebrities, including network morning news hosts, Academy Award-winning actors, and stars of daytime

Avjet Corporation

In the past year Avjet Corporation has seen enormous growth in both our aircraft management and charter divisions. The addition of two new Gulfstream Vs, two Gulfstream IVSPs, two Challenger 604s, one Falcon 2000, one Galaxy and an Astra have helped push Avjet into a record-setting year in both hours flown and charter revenue. At present, we don't see any slowdown in sight as our charter is up 37.7% total year to date and growing. With the addition of new management aircraft continuing, we should easily be able to maintain this future growth.

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television. She is the successful recruiter of many celebrity personal assistants as well as having staffed many celebrity charter and corporate aircraft.

In a city known for its resourceful, can-do spirit, Rush stands out as the person who can find you the person who can do anything. She likes to give a recent example of a scuba-diving butler she located for a Hollywood actor living in the Caribbean. Closer to our subject, she'd recently arranged to have the club seats in a GV re-upholstered because the dog of a rock-star traveler had chewed through the leather seat covers on a recent flight.

At the heart of her philosophy is a drive to provide seamless, personalized service to her clients, and that's exactly what her clients look for in charter operators as well. The key to personalizing service is to investigate needs and preferences, and Rush's advice to anyone seeking celebrity business is to assume nothing. Investigate as much information relevant to the flight as possible about personal preferences from the celebrity or the celebrity's personal assistant. For example, ask lots of questions, discreetly and diplomatically, but confirm every conceivable variable in the trip.



Transitions on and off the Plane Our next point is perhaps captured • within the penumbra of providing impeccable service, but celebrities ranked it so high that it bears underscoring for emphasis: managing smooth transitions on and off the aircraft is a crucial but often overlooked detail. The charter service begins before the flight and continues after it.

Pre-heating or pre-cooling the plane when possible are good tips. Canadian rocker Bryan Adams, with 20 years in the music industry under his belt and hundreds of thousands of tour miles logged since his 1983 breakthrough album *Cuts Like a Knife*, frequently makes overnight flights between appearances rather than staying in hotels. Adams and his crew look forward to the quiet and comfort on the plane after a concert and like to have the aircraft ready for them.

A direct transition point is with the livery or limousine service that takes and brings the client to the aircraft. Luckily, limousines are still allowed on ramps in most locations,