

ROTORTRADE AND JONSEN ISLAND ANNOUNCE CREATIVE PARTNERSHIP BLENDING AVIATION, LIFESTYLE, AND DESIGN

News / Business aviation



Rotortrade announce a unique collaboration with Jonsen Island. This partnership bridges two seemingly distant worlds — aviation and fashion — through a shared spirit of creativity, innovation, and adventure. At the heart of the collaboration is the presentation of a special edition EC120 helicopter, entirely reimagined by Jonsen Island’s design team and transformed at Rotortrade’s maintenance and completion center in Tallard, France. The project serves as a live demonstration of Rotortrade’s industrial capabilities, from complex completions to full-scale customization, showcasing its global network of maintenance and service facilities.

More than a design exercise, the collaboration represents a true meeting of values. Rotortrade’s forward-thinking and dynamic approach to the helicopter industry mirrors Jonsen Island’s creative spirit and core values. This project celebrates not only creativity and craftsmanship, but also the shared sense of adventure and responsibility that unites both brands. Beyond its technological dimension, the helicopter embodies freedom of movement, exploration, rescue, and the connection between people and nature — values that lie at the heart of Jonsen Island. The partnership also offers both brands an opportunity to expand their reach and inspire new audiences worldwide.

Philippe Lubrano, Rotortrade Founder & CEO, commented: “Rotortrade has always been about doing things differently — with passion, curiosity, and a sense of fun. This partnership with Jonsen Island perfectly captures that mindset. It’s also an opportunity to support the next generation — from young athletes and creators to the talented technicians and engineers we train and develop across our global network. It’s all part of building a future that’s as dynamic as the people who make it possible.”

Thomas Cantoni, Co-Founder & Creative Director of Jonsen Island, stated: “I’m extremely excited about this collaboration. I’ve worked on many projects in my career, but this one is truly one of the most inspiring. We had a lot of fun preparing and shooting the first phase of the campaign, and the result is both aesthetic and meaningful. Bringing together different worlds through a bold and distinctive design perfectly aligns with the spirit of freedom embodied by the helicopter. The object itself opens the field of possibilities; it’s so striking that it demanded to be showcased without restriction. I’d like to thank everyone at Rotortrade for their open-mindedness and creative trust. We look forward to building on this collaboration in the future.”

Yan Lefort, Rotortrade Marketing & Communication Director, said: “We’re very proud of this collaboration. Bringing together two worlds — aviation and lifestyle — is always exciting, especially when it’s done with such authenticity and attention to detail. The beauty of this EC120 design reflects both creativity and precision. It also reminds us that helicopters play a vital role in our world, from connecting people to saving lives, whether in the mountains or at sea. Supporting an industry that serves such purpose is something we take great pride in.”

The partnership marks the beginning of a long-term relationship between Rotortrade and Jonsen Island, with plans for new content, storytelling, and limited-edition collections to be unveiled in 2026.

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