

JORGE DE LUIS

STRATEGIC CMF & BRAND EXPERIENCE

Strategic CMF for
Aviation and
Next-Generation Interiors

Translating brand ambition into **certifiable,**
supplier-ready and **industrially credible**
cabin experiences

across

commercial aviation,
private aviation
and next-generation mobility.

THE FRICTION

Vision arrives
Quality doesn't

CMF direction is often the last thing defined and the first thing diluted.

By the time brand intent reaches suppliers, it has passed through cost pressure, engineering constraints and stakeholder compromise.

The result: inconsistent perceived quality, late-stage rework, and a finished product that no longer reflects the original ambition.

WHAT I DO

I partner with

OEMs
airlines
and completion centres

to turn brand ambition into a design-led CMF strategy and certification-aware, industrial-ready standards

by reducing friction between

Design
Engineering
Procurement
and Marketing

and improving perceived quality through industrialisation.

HOW I WORK

01 CMF Strategy & Direction

Brand intent translated into palette architecture, material logic and zone-based language. Distinctive and **certifiable**.

02 Standards & Governance

Change control, master sample hierarchy, golden sample sign-off and acceptance criteria. Quality that is **traceable**, not subjective.

03 Supplier Alignment

Technical briefing packs and coordination with Tier 1s and trim shops. No surprises from prototype through to SOP.

FROM BRIEF TO FREEZE

01 Diagnostic

Programme context, brand intent, current CMF status and key risks identified.

02 Workplan

Deliverables-based plan with milestones, decision points and stakeholder map.

03 Workshops

Cross-functional alignment on direction, option logic and guardrails.

04 Standards

CMF framework, **sample governance** and **supplier-ready** specifications.

05 Freeze

Golden sample sign-off, change control handover and acceptance criteria.

THE EVIDENCE

12+ years cabin CMF
& brand experience

20+ cabin programmes
delivered

30+ airlines and operators
with direct exposure



Alex Macheras · 1er

Aviation Analyst, Advisor & Consultant | Enquiries, Email: alex@aviationanalyst.co.uk
28 de abril de 2018, Alex fue cliente de Jorge

Jorge is one of the most architecturally and creative minded individuals in the aviation industry. He's incredibly pragmatic, detailed, thorough & design orientated. I first got to experience Jorge's design work when flying on RwandAir's A330, a stunning aircraft interior of which he worked with the airline to create. The cabin has been recognised by international colleagues as one of the best to implement true home-country authenticity in a modern wide-body jet.



Alberto Caruso · 1er

Chief Design & Brand @Baykar - Piaggio Aerospace, Ex Lilium / Lamborghini / Stellantis
2 de octubre de 2025, Alberto supervisaba directamente a Jorge

I really enjoyed working with Jorge in the period he was in my team at Lilium, creating a brand new class of aircraft architecture and interiors. He brought his expertise from airlines and helped to setup the interiors strategy, the technical and feasibility convergence and the CMF catalogue. Whoever is looking to hire a seasoned and reliable professional can count on Jorge.



Dr Stathis Kefallonitis, FRAeS, FRSA, FCIM · 1er

Passenger intelligence | emotional biometrics | flight services | innovation
6 de diciembre de 2021

Jorge is a true visionary in aircraft interiors, cabin customization and brand experience. He translates brands into valuable product characteristics & providing unique customer insights. I have had the pleasure of collaborating with him on many occasions at the annual Passenger Experience Conference & Aircraft Interiors EXPOs. It is always a sheer pleasure working with him!