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The Huffington Post | Danny Shea | First Posted: 03/14/11 12:02 PM | Updated: 03/14/11 06:25 PM

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Two of the more prominent brands associated with high-end travel online — Gilt Groupe's luxury vacation flash sale site Jetsetter and high-end social networking site ASmallWorld — are teaming up.

The sites, which both cater to an upscale demographic, will announce a partnership Monday that brings Jetsetter's discounted travel offerings to ASW's exclusive, global community. ASW will launch a travel section in early April that offers members discounted vacation opportunities curated exclusively for ASW members. The partnership is a significant move in the development of both companies, as it represents Jetsetter's first-ever white-label deal as well as ASW's entrance into the e-commerce market.

"ASmallWorld is pleased to make our first venture into eCommerce with Jetsetter as our partner," ASW Chairman Patrick Liotard-Vogt said. "This new, curated travel service provides our members with access to luxury experiences at prices not available anywhere else."

"Jetsetter is thrilled to provide our travel service to the discerning members of ASmallWorld," said

Jetsetter Founder and CEO Drew Patterson added. "This partnership marks the launch of Jetsetter's white label business, which enables us to bring our world class service and unmatched value to new audiences and partners. We are actively expanding this segment of our business, and are engaged with several other partners to launch additional white label deals."

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