

Luxembourg, 17 December 2020

Fashion is gaining altitude

At the end of this year, Luxair is collaborating with two emblematic brands in the Luxembourgish fashion scene, to launch the first collections of the company's history.

Following the example of the German hard-discount brand this summer, Luxair is initiating a national version of a bold product development that pushes the limits, intrigues and fascinates. Two capsules created in partnership with two avant-garde realities of Luxembourg fashion, Stitch and vol(t)age.

Because art and travel have nothing to envy from each other, Luxair wanted to associate them through different collaborations this year. Revealing its ability to react and adapt to the changes caused by the appearance of covid-19, these projects have positioned Luxair as an inclusive, open and appealing for everyone brand.

Two capsule collections, 6 unique products and extremely limited quantities are the ingredients of this initiative.

Streetwear with Stitch

Stitch, recognised in Luxembourg by all street fashion lovers, and Luxair have in common the desire to innovate, imagine and create exclusive stories. By working with the local artist SOIN, Luxair's designs have been reinvented and applied on hoodies and t-shirts, available in limited editions at Stitch. Combine this collaboration with Drockmeeschter, another young visionary talent in his field - the textile printing industry, and you get a product with a 100% Luxembourgish signature.



"This project is the result of a convergence of creative minds and innovative ideas. The collaboration with Luxair is unique and perfectly in line with our vision. Sharing ideas creates endless opportunities and insights, all of which are very beneficial to the growth of our mutual business", states Denis Lotteau, Managing Director of Stitch.

The artist SOIN adds, *"This form of collaboration is completely new. With the development of my brand over the last few years, I am proud to be associated with this exclusive project with Luxair. A perfect match."*

→ **This limited edition is only and exclusively available from 19 December 2020 in the Stitch Store, located 4, Grand Rue in Luxembourg.**

Escap(ad)e with Luxair & vol(t)age

The expression of a common DNA, the passion for travel, transmitted on smart-shirts, the best-sellers of the Luxemburgish brand that subtly associates the words "voltage" and "volage" in a playful brand name.

Four designs of these smart-shirts (3 styles for women and 1 style for men) combining playful word games inspired by Luxair's activities and entirely developed by vol(t)age, will be available in limited quantities in the brand's shops.

"When we created vol(t)age nearly 10 years ago, our mission was to create playfully smart and meaningful clothing with electrifying and positively inspiring messages. The collaboration with Luxair only further highlights our values. Luxair connects Luxembourg to the rest of the world. As the only passenger airline and one of the most iconic Luxembourg brands, it is a unique symbol of Cosmopolitanism," underline the sisters Claudie and Stephanie



→ **Available only and exclusively in limited edition:**

- **from 18 December 2020, online on www.vol-t-age.com**
- **from 21 December 2020, in the two vol(t)age shops located:**
 - 26, rue Michel Welter in Luxembourg
 - 18 Rue Philippe II in Luxembourg

Through these two collaborations with creative designs and surprising associations, Luxair and its partners invite all fashion lovers to travel.

"This year, Luxair has stepped out of its comfort zone many times. First by adapting the market demand, then by asserting its position as a brand with character, ambition and creativity. These partnerships with fashion brands are a reminder that travel is an art, which Luxair is proud to share", says Vincenzo Manzella, Luxair Head of Marketing.

About

Luxair

Luxair is a responsible company and a major employer in the economy of the Grand Duchy of Luxembourg and the surrounding Greater Region. The company has been active for over 50 years in four aviation-related activities: passenger air transport, tour operating, airport services and air freight handling.

Stitch

Stitch opened its doors in May 2014 in the heart of Luxembourg in one of the oldest buildings in town. Since then the initial objective has remained the same, only the scale of things has grown into a movement. Stitch's goal is to provide local and international street fashion enthusiasts with good stories, one of a kind apparel and exclusive sneakers.

www.stitch.lu

Instagram: @stitchluxembourg

SOIN

The young Luxembourgish artist SOIN, who is known for twisting and playing with various national brands, has struck again with an exclusive collection with Luxair.

At the heart of this collaboration is Luxair's willingness to highlight young artists and Luxembourgish brands of tomorrow by offering them an infinite playground to express what they do best.

Instagram: @soinoise

Drockmeeschter

Drockmeeschter is a Luxembourgish screen printing and embroidery company, founded and operated by a young, highly motivated and dynamic team.

We personalize all kind of clothes with your custom design and are specialized in the creation of modern and fashionable merchandise for your brand, company, school or association.

www.drockmeeschter.lu

Instagram: @drockmeeschter

vol(t)age

Founded in 2011 by the two sisters, Claudie and Stéphanie Grisius, vol(t)age is a Luxembourgish brand helping women feel comfortable in their skin, through inspiring messages. It's not about fashion, it's much more about a wardrobe therapy!

www.vol-t-age.com

Instagram: @vol_t_age

Facebook: @canyoufeelthecurrent