

Luxembourg, 19 January 2024

Luxair blends travel with passion for fashion

Establishment of a unique collaboration between Luxair and two emblematic brands from the world of fashion and women in Luxembourg, Janette Magazine and vol(t)age, merging passion for fashion and travel.

At the end of 2023, an unconventional and colorful photo shoot was organized in one of the most emblematic buildings of Luxembourg's heritage and Luxair's history, its Aircraft Maintenance Hangar, the Hal Nennig. The backdrop was the special livery designed by the artist Marco Weiten to celebrate 60 years since Luxair's first flight.

The organizers of this photo shoot? The women's magazine Janette, looking for an unusual aviation-themed location for their first magazine of 2024. The theme of this edition being "Ready to take off", symbolizing new beginnings, a new year and new projects and ambitions... the collaboration between Luxair and Janette was an obvious choice.

It's not the first time Luxair that Luxair combines fashion and travel, proving its positioning as an inclusive, open-minded brand for everyone. To bring this daring collaboration to life with Janette, a reader of the magazine, posed wearing smart-shirts designed by vol(t)age which were created for the occasion. Six T-Shirts, in three different designs - soft goth, vintage and neon - combining playful wordplays inspired by Luxair's activities, with the theme of "Ready to take off", expressing the shared passion for travel. Developed entirely by vol(t)age, these six models will be available in limited quantities on the e-shop www.byvoltage.com and in the brand's store in Luxembourg city-center, from January 19.

To round off these unprecedented collaborations, the *Bourget 1962* Luxair x Le Tanneur bag, another of the airline's exclusive new products, will also be unveiled in the magazine. This limited edition bag, sold by Le Tanneur in Luxembourg, as of February, gets its name from Luxair's historic first flight, symbolizing the airline's first take off. Initially the official Luxair crew bag, it will now be available in limited quantities to the public.

Don't miss the opportunity to immerse yourself in this exceptional collaboration between Luxair, Janette Magazine and vol(t)age, which combines the elegance of fashion with the dynamism of travel. Stay tuned to discover the captivating photos and articles in the first issue of Janette Magazine 2024 and on www.janette.lu. Don't wait too long to buy your T-Shirt and bag - quantities are limited!