

TRAVEL AND HOSPITALITY

Celebrating 90 years of service, Air France activates at Galeries Lafayette

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In honor of its 90-year anniversary, the travel pioneer is unveiling a range of creative activations in October. Image credit: Air France

By LUXURY DAILY NEWS SERVICE

Airline company **Air France** is celebrating a milestone next month.

In honor of its 90-year anniversary, the travel pioneer is platforming its home country's famous spirit of "art de vivre," unveiling a range of creative activations, many of which are to be housed at Paris-based retailer Galeries Lafayette's Haussmann branch. Among the luxury events, Air France is presenting a dress exhibition from Sept. 28 to Oct. 10, working with Xavier Ronze, head of ballet costume design workshops at the Paris Opera, to craft five gowns that represent the airline's history.

Fashion in flight

Bringing together vintage and contemporary styles, Mr. Ronze's final renditions intend to highlight the many eras in which the airline has operated.

After commissioning the designer to create a quintette of dresses that each embody parts of Air France's journey, the company will position the exclusive wear in the windows of Galeries Lafayette.

Spotlighting the originals will grant the celebration "unprecedented exposure, ensuring everyone can benefit from a French legacy in perpetual motion," according to an official release.

The comfort, technology and innovation that Air France has worked toward since 1933 factor into the frocks, which also embody the organization's five signatures, including aircraft and technology, uniforms and fashion, international promotional posters, fine dining and tableware, and design and architecture.

Grids, national flags, stewardess uniforms and more will find their way onto the dresses as motifs, prints and structural elements represent Air France's very own hallmarks.

To celebrate its 90th anniversary, **#AirFrance** will be in the spotlight at Galeries Lafayette from 28/09 to 10/10. An opportunity to explore the 12 window displays which showcase the sense of detail and French elegance which have made Air France such a legend. **#AirFrance90**

Within the store, the company is hosting various pop-ups, allowing guests to bring home travel-themed memorabilia. These items will also be made accessible via www.airfranceshopping.com.

Otherwise, goods from an exclusive luxury collection can be snagged in-shop.

For this, Air France turned to a select variety of high-end French fashion brands having before teamed up with the likes of Italian fashion house Valentino ([see story](#)) to bring forth a lineup that is only available at Galeries Lafayette.

Furthermore, the airline is giving visitors the chance to buy original tableware signed by painter Jean Picart Le Doux, used onboard La Premiere cabins from the 1960s to the 2000s, making the treasures available for purchase for the first time ever.

All proceeds will be donated to the Air France Foundation, a charity focused on funding projects that support the well-being of children worldwide.



The heritage of Air France's uniforms is being explored at fashion shows held within the Galeries Lafayette location next month. Image credit: Galeries Lafayette

Air France is additionally engaging with potential travelers with a fashion show.

Covering 90 years of French style, models will don pilot, cabin crew, airport staff and mechanic uniforms from across the ages. The first "barman" outfits will join couture creations that were signed by heralded designers such as Christian Dior, Christian Lacroix and Cristbal Balenciaga, offering a holistic look at heritage.

To attend the events, bookings can be made in advance at <https://hausmann.galerieslafayette.com/en/events/original-fashion-shows/>.