

TRAVEL AND HOSPITALITY

Air France unveils Le Bon Marché pop-up for holiday shoppers

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The in-store activation's scenography draws inspiration from an aircraft's window. Image credit: Air France

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

Airline company **Air France** is inviting holiday shoppers to a travel-inspired activation.

The company debuted a new holiday pop-up on the second floor of LVMH-owned department store Le Bon Marché Rive Gauche in Paris that is now open to the public and will remain so until Jan. 2, 2026. The activation marks the airline's first at the department store and includes a curated selection of travel-inspired accessories.

Art of travel

The activation's design includes a light-filled space that draws inspiration from an aircraft's window. The set-up is decorated in the airline's signature colors, and guests are invited to immerse themselves in the world of Air France.

The pop-up offerings include travel bags, snow globes, plush toys and stickers.



The plush pilot teddy bear in a captain's uniform retails for less than \$30. Image credit: Air France

Standout products include the "World's largest network" weekend bag, which is a reimagining of the brand's vintage weekender. The item retails for 170 euros, or \$207 at current exchange rates.

The La Croisette collection also includes an assortment of various handbags, from a beach bag to a laptop bag.

Beyond handbags and travel-inspired accessories, the in-store activation features the one-of-a-kind Air France snow globe, which is adorned with a miniature Eiffel Tower and accented with red details.

Travel enthusiasts can also discover a nickel-plated brass model of the retired, supersonic Concorde airliner. The miniature is mounted atop a wooden base.

The pop-up is open daily from 10 a.m. to 7:45 p.m., with the exception of Sundays when the department store opens at 11 a.m. The curated collection is also available for purchase online at shopping.airfrance.com.

In May, Air France celebrated its appointment as a partner of the 78th Cannes Film Festival with a beachside pop-up concept ([see story](#)).

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