

Lagardère Travel Retail Switzerland partners with UNHCR on pop-up supporting refugees



MADE51 is a global brand of refugee-made products created by UNHCR

[Lagardère Travel Retail Switzerland](#) has partnered with [Switzerland for UNHCR](#), the UN Refugee Agency's national partner for Switzerland, to open a pop-up store at Geneva Airport.

The pop-up shop features a collection of [MADE51](#) handicrafts, a global brand of refugee-made products created by UNHCR. "The millions of passengers who pass through the airport will now have the opportunity to learn more about UNHCR's operations and missions for more than 103 million forcibly displaced people around the world, but also to support refugee artisans by purchasing their products," explains a press release.

"When people are forced to flee, they often have to leave in a hurry to save their lives, sometimes carrying no more than the clothes on their back. But refugees take with them their heritage, their know-how, and the will to keep these traditions alive and to exist through them. MADE51 is a mission-driven brand that connects refugee artisans with international markets. MADE51 currently works with 35 local social enterprises in 23 refugee-hosting countries. By using their valuable skills, traditions, and heritage to handcraft unique products, refugees are able to earn an income and achieve financial independence."

Pascal le Droff, CEO of Lagardère Travel Retail Switzerland, said, "Our collaboration with UNHCR

means a lot to us, especially in these troubled times. The war in Ukraine and the earthquake in Türkiye and Syria require a strong solidarity. We want to play our part to help refugees and highlight the urgent need to include them in global value chain."

Cristina Davies, Executive Director of Switzerland for UNHCR, added, "For the next six months, passengers at Geneva Airport will have the opportunity to buy a variety of products made by artisans, including home décor, dolls, and fashion accessories. In addition, the booth also features brochures and an activity table for children. The pop-up store allows travelers to learn about the experiences of those who have also traveled, but against their will and with no guarantee of ever returning home."