

Lagardère Travel Retail opens 'Future is Local' concept store at PRG



The official opening of the Lagardère Travel Retail 'Future is Local' concept store in Prague

[Lagardère Travel Retail](#) has opened a 'Future is Local' concept store at Václav Havel Airport Prague ([PRG](#)).

The range of products and the materials used to build the '[Future is Local](#)' store are sustainable and ethical.

"High-quality materials and genuine craftsmanship with attention down to the smallest detail, legacy and tradition that we can be rightfully proud of, local and sustainable production that respects the environment and the community," reads the Lagardère Travel Retail press release.

The interior was designed and created by current and former students and experts of Mendel University in Brno, Czech Republic. It was created to minimize its environmental impact. All furnishings were made by a local company, from sustainable, recycled and reclaimed materials, such as recycled wood and vinyl flooring made from PET bottles. The concept has allows the possibility to recycle all the materials in the future.



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The product selection is divided into three sections: slow fashion, clean beauty and gift items. Though distinct, they share the values of sustainability without compromising the unique story of each brand. Some brands are well-established and some are new small producers: Klara Rott, KAMA, Studio Malíská, Havlíkova přírodní apotéka, Reparáda, ABRAKA and the Chrpa protected workshop.

"Both our range of designer fashion and organic cosmetics include products for women and men, and the same is true for gift items. Everyone can find here an interesting item with added value, whether they want to please themselves or are looking for an original gift with a story for their loved ones," says Richard Procházka, CEO of Lagardère Travel Retail Czech Republic.



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QR codes are placed on shelves, hangers and showcases throughout the store where shoppers can learn more about the brand.

"Future is Local is a store for everyone who wants to know more and cares about where, what and how they buy and who they support. Transparency and information are an inseparable part of sustainability. We are extremely pleased that the Future is Local concept store has been opened at Prague Airport. This is another of our activities carried out in accordance with the sustainability principles to which the company is committed and which it also actively fulfils. The very first reactions of our customers show us how positively they are receiving the new store," added Procházka.

Jakub Puchalský, a member of the Board of Directors of Prague Airport, said, "We are happy to have opened a purely local store together with Lagardère Travel Retail Czech Republic, which is the first of its kind at the airport and whose concept is unique on a global scale. We have been promoting sustainability for a long time and therefore, this concept fits into our company-wide strategy. A further expansion of services at the airport towards this direction has our support."