

Victorinox unveils exclusive partnership with Lagardère Travel Retail in Geneva



The pop-up highlights products from the brand's Swiss Army Knife and Travel Gear ranges

[Victorinox](#) has teamed up with [Lagardère Travel Retail](#) to launch a specially developed personalization pop-up concept in the central square at Geneva Airport.

Running from September 26 to October 30, the pop-up invites travelers to learn about the history of the Original Swiss Army Knife maker and primarily highlights products from Victorinox's Swiss Army Knife and Travel Gear ranges. To drive engagement, a complimentary engraving service is available for travelers wishing to personalize their Swiss Army Knife or Travel Gear purchases.

In addition to exploring Victorinox's Swiss Army Knife and Travel Gear collections, travelers can also discover Victorinox's fragrance lines via a sensory journey bar. This unique, immersive experience enables travelers to explore various Victorinox fragrances in a multi-sensory environment while offering a memorable, personalized fragrance selection process.

The multi-category concept, the first of its kind for Victorinox in global travel retail, underlines the brand's premium positioning and kicks off a new strategy which will see the brand reinforce its global footprint in the channel by further connecting with the end consumer.

Florent Breton, Victorinox Senior Sales Manager Travel Retail & Fragrances – EMEA, commented, "In collaboration with our partner Lagardère Travel Retail, we have designed a strong concept which offers consumers a unique experience and the opportunity to dive into the world of Victorinox at

Geneva Airport. This is the first-ever pop-up specially developed for the travel retail channel and Geneva Airport, in the home country of the Swiss Army Knife, is the ideal place to host it. Our goal for this activation goes beyond just selling our products, we want to further build our premium brand awareness, satisfy our highly loyal fan-base and above all share our stories and all the little details which make our brand unique.”

Lagardère Travel Retail Switzerland CEO Pascal Le Droff said, “Lagardère Travel Retail has always placed the notion of local authenticity at the heart of its commercial strategy. We are proud to partner with iconic Swiss brand Victorinox to offer Geneva International Airport customers the very best in Swiss products. The exclusive multi-category pop-up is part of Lagardère Travel Retail Switzerland's drive to exceed the expectations of Geneva Airport passengers in terms of customer experience, by promoting the local offer with a creative concept.”