

Luxair Reaffirms Its Social Commitment With Third Annual Christmas Collection



Luxair today launches the third edition of its limited Christmas collection of “ugly” sweaters and matching socks. All proceeds from this year’s collection will be donated to the Fondation du Grand-Duc Guillaume et de la Grande-Duchesse Stéphanie to support people facing exceptional hardship in Luxembourg.

The seasonal campaign forms part of Luxair’s corporate social responsibility activities. Deeply rooted in the Luxembourg community, Luxair invites people across the country to take part and help turn festive purchases into direct support for neighbours in need.

The collection is designed for the whole family, with a wide range of sizes so that everyone can join this action. It will be available for purchase at Luxair Travel Stores and through selected retail partners. In addition, special activities will take place at three shopping centres across Luxembourg – Kirchberg, Cloche d’Or and Belle Étoile – on the weekends of 29-30 November, 6-7 December, and 13-14 December. By buying a sweater or socks, customers can enjoy the season while supporting a local charitable cause.

The designs, created by the Luxair team, use traditional festive red and green with a subtle accent of

Luxair blue and feature the playful slogan “Fasten your jingle belt.” Campaign visuals were shot at Luxair headquarters and staged against drawings made by children during a community event at Cloche d’Or, reinforcing the collection’s family-friendly spirit while supporting people in need across Luxembourg.

“Now in its third year, this initiative gives people across Luxembourg a simple and tangible way to support neighbours in need,” said Gilles Feith, CEO of Luxair. “We are proud to support the impactful work of the Fondation du Grand-Duc Guillaume et de la Grande-Duchesse Stéphanie through this campaign, which reflects Luxair’s commitment to our local community.”

S.A.R. la Grande-Duchesse Stéphanie, Présidente de la Fondation du Grand-Duc Guillaume et de la

Grande-Duchesse Stéphanie: “We are honoured to partner with Luxair for this third edition of the Christmas collection. This campaign not only spreads joy during the festive season but also provides real and immediate help to those experiencing hardship in our country.”