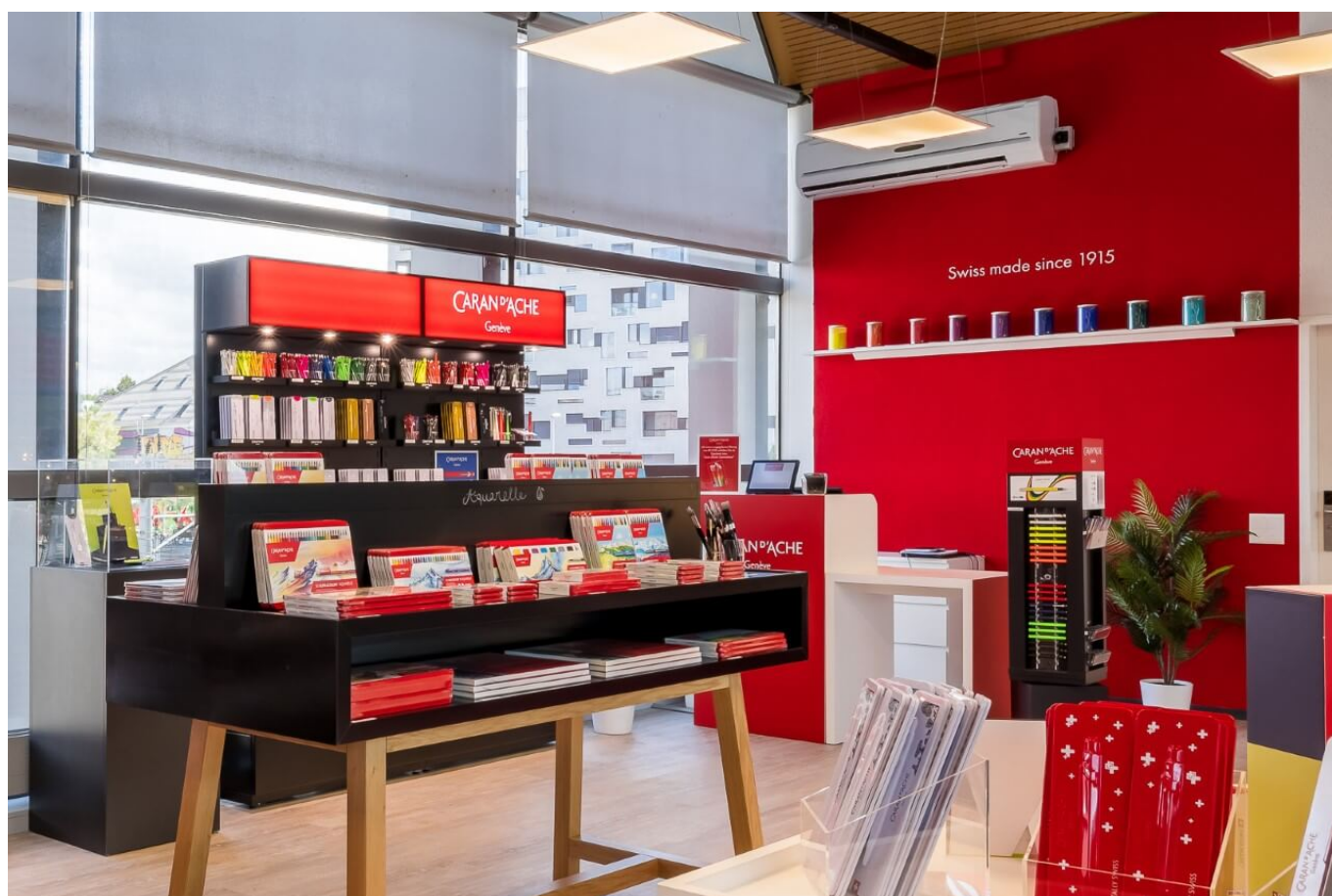


# Lagardère Travel Retail unveils colorful Caran d'Ache pop-up in Basel station



The 115 square meter Caran d'Ache pop-up at Basel SBB train station offers creative and educational experiences

Caran d'Ache, in partnership with Lagardère Travel Retail, has opened a pop-up boutique for its writing instruments at Basel SBB train station, featuring color workshops for adults, presentations by artists, a giant coloring wall and other animations.

The Swiss family-run business invites travelers at the Rhine station to discover its wide and colorful collection.

The Caran d'Ache pop-up boutique is operated by Lagardère Travel Retail in an immersive, interactive and innovative way and will be open from 16 May 2022 to 6 January 2023.

Caran d'Ache's first pop-up boutique at Basel station strengthens its presence in German-speaking Switzerland. Here, the Geneva-based manufacturer displays its writing and drawing instruments as well as exclusive products.

With 115 square meters of floor space, Caran d'Ache offers a variety of creative and educational experiences to meet the different needs of its customers: color workshops for adults, presentations by artists, a giant coloring wall, animations for children around the theme of painting and drawing, and digital tutorials.

"The boutique also offers a personal service to immortalize the visitor's artworks completed on site, making art accessible to all," the company said.

Carole Hubscher, CEO and Chairman of the Board of Directors of Caran d'Ache, said: "With the growing variety of products, consumers today expect more than ever to experience and test products in an inspiring way. Our pop-up boutique at Basel SBB station creates a new and unique experience for fans of drawing and writing, young and old. We are delighted to be able to present our range at a popular hub such as Basel's main railway station. Basel, which hosts an international art fair, is the perfect place to showcase our collection and thus to contribute to the creativity of all."

Pascal Le Droff, CEO Lagardère Travel Retail Switzerland commented: "Following the success of our first pop-up store at Geneva's Eaux-Vives station, we are delighted to continue what is now a joint retail development with [rail operator] SBB in German-speaking Switzerland. We are grateful for the opportunity to showcase the commercial offer of the traditional Swiss brand Caran d'Ache. The values of dialogue, sharing and creativity that we hold dear are honored in the boutique and are at the heart of this concept."

Fabian Wengeler, Head of SBB Usage and Acquisition, added: "With the opening of this Caran d'Ache boutique, SBB is pleased that Lagardère is expanding the tenant mix in Basel in an exciting way. We are convinced that the station's visitors will welcome this concept."

Basel SBB railway station is home to around 50 shops, which are open 365 days a year. On average, 130,000 people pass through the station area every day.

### **Pop-up boutique highlights**

The pop-up boutique is designed to immerse visitors in the art of drawing and introduce them to the colorful world of Caran d'Ache. A large coloring wall serves as a link between travelers, commuters and visitors. Writing and drawing instruments can be tested and inspire creativity. There is also an area for the presentation of new products from the traditional Swiss brand.

Caran d'Ache's pop-up boutique places great emphasis on educating and teaching art to all: the professionally-led creative workshops are designed to help adults refine their techniques, while children can draw and paint freely in the designated area.

On screens, visitors can watch tutorials by Caran d'Ache that offer a playful introduction to the use of different products and techniques.

Visitors can also capture their art on an interactive digital wall and share their creations with the entire online Caran d'Ache community.