

Bayart Innovations expands EMEA footprint

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Lacoste branded amenity kit for Turkish Airlines designed by Bayart Innovations

For [Bayart Innovations](#), the path forward across Europe, the Middle East and Africa (EMEA) is shaped by a philosophy that merges creativity, sustainability and close airline collaboration. The French design house and manufacturer continues to evolve from an established amenity supplier into a global design partner focused on transforming the inflight experience.

“Bayart Innovations is a trusted partner to numerous airlines of all sizes across Europe, the Middle East and Africa,” says Managing Partner Jean-Guillaume Pollet.

From large-scale production for [Turkish Airlines](#) to bespoke concepts for [Royal Air Maroc](#), [Air Caraïbes](#) and [Corsair](#), Bayart’s expertise spans the full spectrum of onboard comfort.



Jean-Guillaume Pollet, Managing Partner, Bayart Innovations

“With a dedicated in-house design team based in France, we tailor every product to align with each airline’s brand identity, passenger expectations and cultural nuances,” Pollet explains

That sensitivity to brand and culture defines Bayart’s growing presence across the region.

“Our growth across EMEA remains strong, driven by a careful balance between expansion and service excellence,” President and CEO Albert Facques tells *PAX International*.

The company is scaling intentionally, supporting new airlines such as Norse Atlantic Airways while strengthening its position in fast-developing markets like Poland.

“Our approach combines flexibility, proximity and strategic partnerships, ensuring we can scale sustainably while maintaining our high standards of service and innovation,” Facques continues.



Albert Facques, CEO and President, Bayart Innovations

At the heart of this growth is Bayart's design philosophy: More effect, less waste.

"Across EMEA, the dominant trend is a shift toward sustainability—reducing waste, embracing recyclable materials and integrating eco-design principles without compromising on aesthetics or passenger appeal," says Pollet.

Looking ahead, Bayart sees the region as integral to its global ambitions.

"The EMEA market remains a pillar of Bayart Innovations' global growth strategy," Facques affirms. "We aim to strengthen local adaptation by increasing regional sourcing and fostering eco-responsible design partnerships."

What both leaders emphasize is that at every stage of its growth, Bayart Innovations' focus will remain the same: creating thoughtful, well-crafted products that enhance the passenger journey and reflect the character of the airlines it serves.



Amenity kit for Turkish Airlines designed by Bayart Innovations