

Wizz Air partners with InterLnkd for e-commerce store



Wizz Air livery

[InterLnkd](#) and [Wizz Air](#) have announced the launch of WIZZ SHOP&FLY e-commerce store, powered by InterLnkd.

Through InterLnkd's intelligent matching engine technology, WIZZ SHOP&FLY identifies the most relevant fashion, beauty and essential products for a passenger and showcases them in a digital shopping experience and via email.

The new Wizz Air pre-travel shopping destination offers passengers access to products from more than 20,000 high street, luxury and premium brands including Marks & Spencer, WHSmith, Selfridges, Harvey Nichols, Sephora, Timberland, Asos, Converse, Decathlon and LookFantastic.

"We are thrilled to launch WIZZ SHOP&FLY for our UK customers as the very first airline in the world to offer this service. With a completely personalized shopping experience, we're pleased to be able to offer our customers tailored products which they can use to prepare ahead of their trips and elevate their shopping and travel experiences even further," said Zsuzsa Trubek, Corporate Communications Manager at Wizz Air.

The announcement comes after InterLnkd secured £1 million seed funding round and strategic partnerships with travel brands including Thomas Cook, and LeShuttle (Eurotunnel).

“We’re proud to be empowering Europe’s fastest-growing airline to deliver a first-of-its kind, personalized shopping solution for travellers. Powered by our white label technology, WIZZ SHOP&FLY enables Wizz Air to tap into its customers’ post-booking shopping habits and unlock a free revenue stream from the items they want and need, across fashion, beauty and retail, for their upcoming vacations,” said Barry Klipp, CEO of InterLnkd.