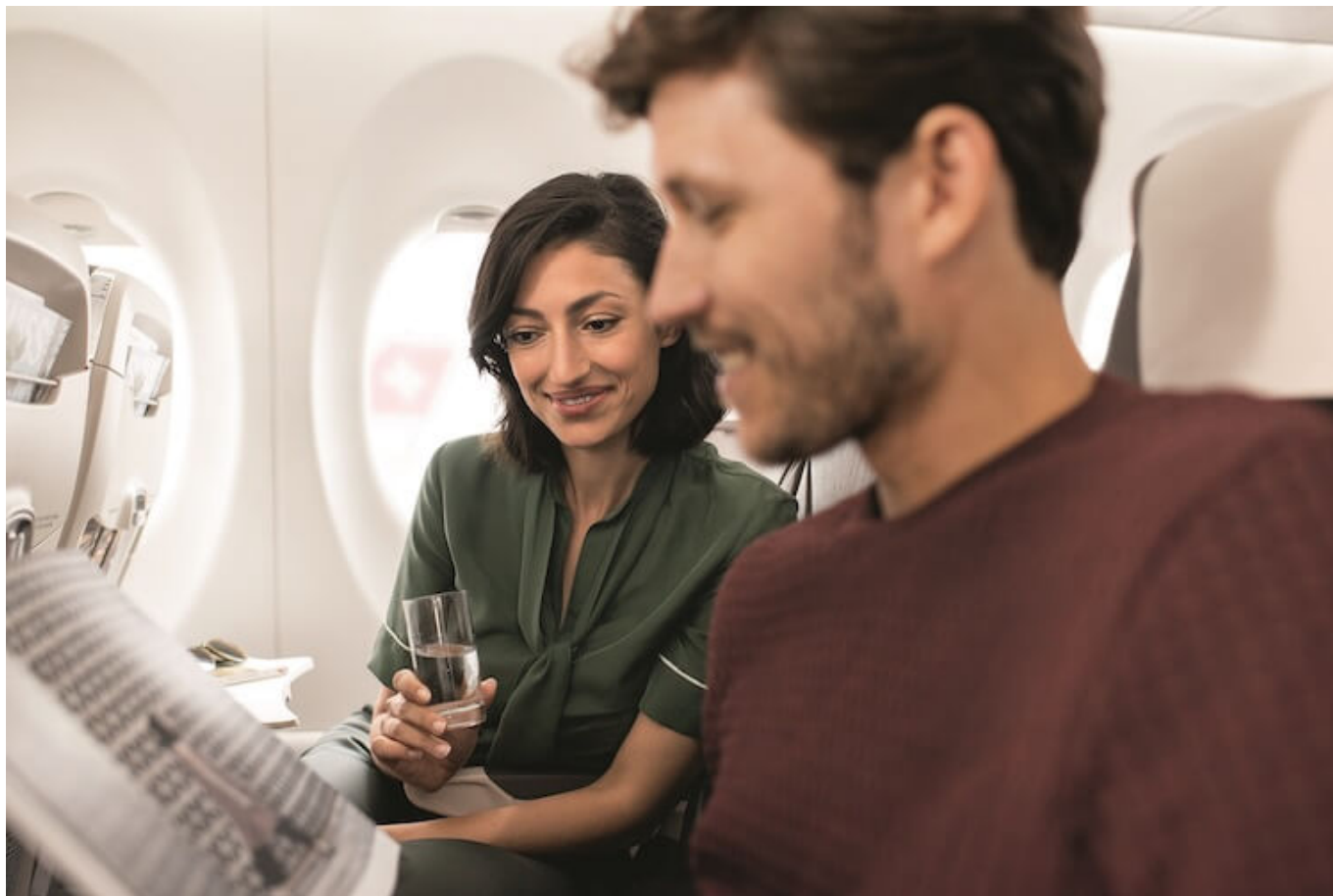


# SWISS brings back inflight DF shopping

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SWISS is reviving its inflight duty free shopping which was paused through the pandemic

Swiss International Air Lines (SWISS) is officially bringing back its inflight duty free shopping, which was suspended due to COVID-19. The service is being restored with a rewards program: Miles & More award miles can now be used to purchase items inflight (in full or in combination with a credit card payment). The new inflight sales range also puts a particular focus on "Swissness," the company says, highlighting sustainability and travel-related items.

Duty free shopping is available to travelers on all SWISS flights of 55 minutes or longer, at reduced prices that are tax- and duty-free.

Any products purchased from the [SWISS Saveurs](#) inflight food and beverage range can also be paid with Miles & More. Customers also earn Miles & More award miles for any credit card purchases on board – a new feature of the revived inflight shopping program.

"Our resumption of our inflight duty free shopping is a further major step back to our full premium service," said SWISS Chief Commercial Officer Tamur Goudarzi Pour. "Having had this facility suspended for two-and-a-half years, we are delighted that we can now offer our guests an inflight shopping experience that is even more diverse and is geared even more closely to their individual wishes and needs. And with the new additional option of using Miles & More award miles, our digital payment process is now even easier and more convenient, too."

## **A focus on "Swissness"**

The redesigned SWISS inflight duty free selection puts a particular emphasis on "Swissness." In addition to such classic premium articles as watches and sunglasses, the inflight sales range now also includes a tin of selected Swiss chocolate specialties, a deodorant packaged in a sugar-cane bioplastic tube and children's headphones inspired by endangered species from all over the world.

## **Partnership with Retail inMotion**

The innovative product assortment available was developed by Retail inMotion in partnership with WorldShop as the airline retail brand, which includes travel exclusives, sustainable items, and bestsellers.

The brand-new Inflight Shopping products are inspired by the variety that each day and journey can bring. "To make the offer easier to explore," the release said, "products are clustered into three themes: products for your journey, products to bring back from your trip, and products that make you feel better." Products available include Nuud vegan deodorant packed in a bioplastic tube made from sugar cane and Planet Buddies Children's Headphones inspired by endangered species from across the globe, with sustainable packaging made from eco kraft paper, soy-based inks, and no plastic windows.

The list of Swiss-made products includes Lindt Tin Suitcase Switzerland Edition, Caran d'Ache Colouring Pencils, and Swissdent Dental Care Set. The full digital catalog is available on the [SWISS website](#).

Johann-Philipp Bruns, Vice President Ancillary and Retail, Lufthansa Group said: "With the further development of Inflight Shopping, we are creating a new experience on board by offering a new product world with a valuable assortment and innovative and convenient processes. We are excited to announce the relaunch of the new Inflight Shopping to inspire and delight our guests and crews on board."

José Lirio Silva, Head of Onboard Retail Europe & Managing Director, Retail inMotion GmbH said: "We are delighted to partner with SWISS to bring their guests products that explore the SWISS diversity while zooming in on high quality and premium standards. We take pride in offering a product assortment that has been carefully selected for guests' specific needs and demands, and we are very satisfied with the outcome — a program that combines expertise with consistency to bring a great shopping experience onboard."