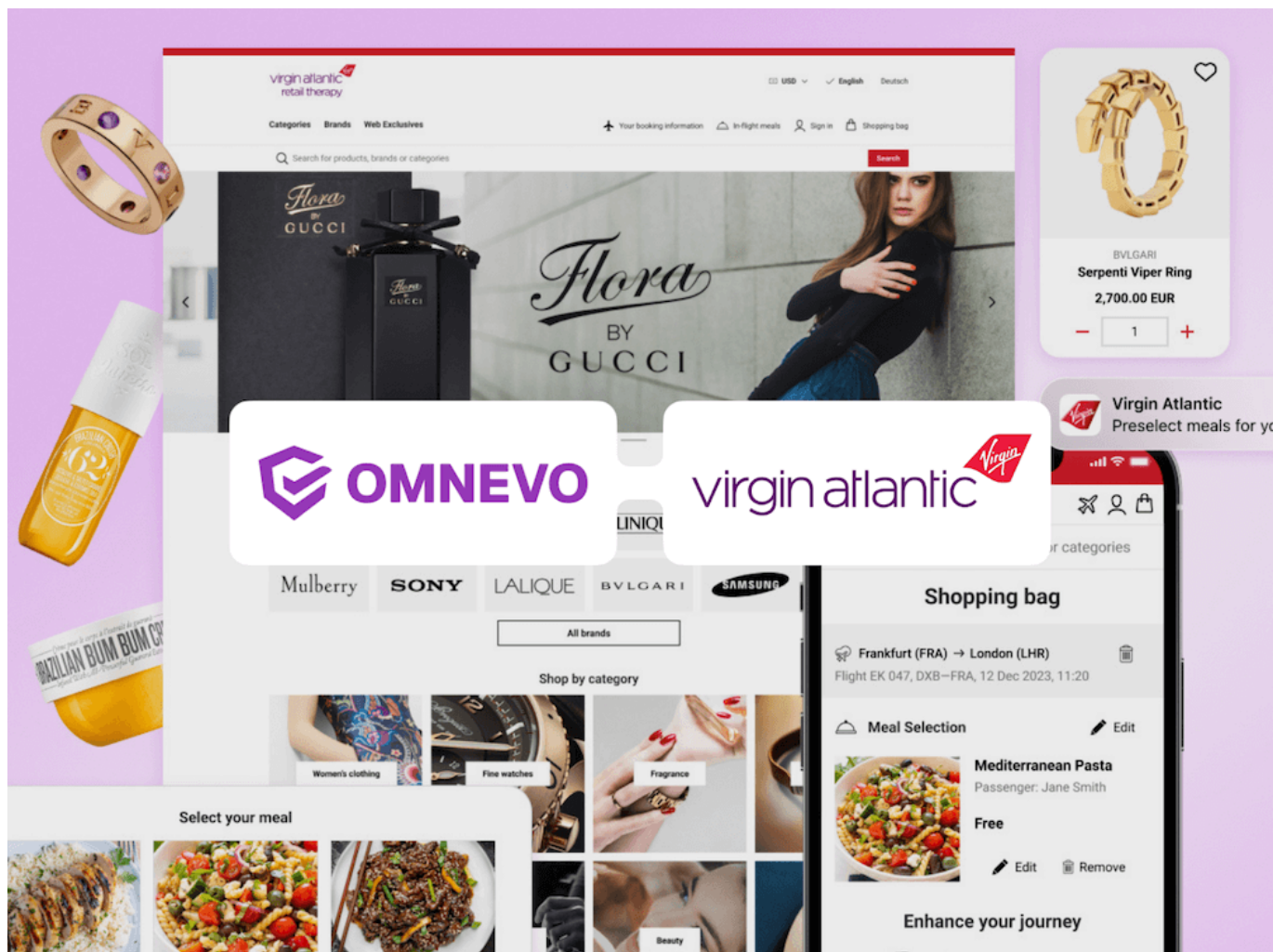


Virgin Atlantic taps Omnevo to launch complete digital retail experience



Omnevo is rolling out its end-to-end retail technology platform in its first full-scale airline implementation, launching with Virgin Atlantic

[Virgin Atlantic](#) has selected [Omnevo](#) as its retail technology partner for Retail Therapy. This agreement marks Omnevo's first fully end-to-end technology deployment, integrating every stage of the passenger journey from booking to post-flight retail.

The partnership will deliver a seamless 360 degree customer experience, uniting duty-free e-commerce, loyalty integration, pre-order meals, onboard sales, and logistics in one connected platform. The project is set to launch by the end of 2025, setting a new benchmark for inflight retail innovation.

Transforming the passenger experience

The first phase will migrate Virgin Atlantic's Retail Therapy duty free store to Omnevo's advanced platform, integrating it with the two flagship programs, Virgin Atlantic Flying Club and Virgin Red. In the second phase, customers will be able to pre-order and pre-select a range of services, from duty free items to complimentary meals, giving passengers the confidence of being fully prepared before their journey.

This fully integrated process introduces an “Exit Through the Gift Shop” concept to aviation: after choosing their complimentary meal, customers will be tempted with personalized duty free offers tailored to their journey and preferences. The end-to-end solution will also include onboard EPOS, back-office management, and logistics through the Omnevo suite.

A series of industry firsts

- First time an airline links complimentary meal selection with personalized retail upselling.
- First time Omnevo deploys its full product stack for a global carrier.
- First Virgin Atlantic retail journey integrating loyalty, meals, duty free, and post-flight retail into a single platform.

Driving digitalization and sustainability

This initiative is part of Omnevo’s mission to help airlines accelerate digitalization and transform the passenger journey. By integrating meal pre-selection, loyalty, and retail into one seamless ecosystem, Virgin Atlantic is unlocking new ways to personalize the travel experience, streamline onboard operations, and open fresh revenue opportunities.

From a sustainability perspective, Omnevo’s platform enables smarter meal forecasting and selection, helping Virgin Atlantic cut food waste while enhancing efficiency. Building on its success in eliminating 90 percent of single-use plastics onboard, Virgin Atlantic is taking another bold step toward more responsible and sustainable air travel.

This launch also represents the beginning of a broader retail transformation, with further developments planned for 2026. Together, Omnevo and Virgin Atlantic are reshaping the future of airline retail.

“We have a long-standing relationship and trust in Omnevo’s technology, and this project takes our partnership to the next level. By integrating complimentary meal selection, loyalty, and retail into one seamless journey, we’re offering our customers choice, convenience, and a more personalized, sustainable travel experience,” said Bethan Lynch, Vice President, Customer Journeys, Virgin Atlantic.

Daniel Haller, Program Director, Omnevo, said, “This partnership is a milestone for Omnevo. It’s the first time we’ve deployed our full end-to-end product stack for a major global carrier, from booking through to post-flight retail. Virgin Atlantic is setting a new standard for inflight retail, and we’re proud to be at the heart of it.”