

Retail inMotion relaunches Lufthansa's Inflight Shopping



[Retail inMotion](#) (RiM) is working with Lufthansa to relaunch its Inflight Shopping powered by WorldShop on all the airline's intercontinental flights.

Starting today, Lufthansa passengers will have their pick from new product assortment developed by Retail inMotion in partnership with WorldShop.

The product offer included in Lufthansa Inflight Shopping is clustered into themes: products that show you care, products for your journey, and exclusives from Germany such as the Lufthansa aviation tag and Creative-Tonie® Lufthansa Flight Attendant. The aviation tag is a limited one-off and collector's piece from the Lufthansa Upcycling Collection with a free lost-and-found luggage service once the product has been registered. The [Creative-Tonie®](#) Lufthansa Flight Attendant Audio Toy offers 90 minutes of playback time for kids' own audio programming or music.

Products include Lufthansa-branded kids' socks from [Falke](#), which comes with textile pens. For a premium audio experience, [Bose](#) QuietComfort 45 Wireless Noise Cancelling Bluetooth Headphones is

part of the offering.

[Nuud](#) 100 percent vegan deodorant is packed in a bioplastic tube made from sugar cane and 'Stop The Water While Using Me!' all-natural, waterless shampoo bar handmade in Germany. For more information about Inflight Shopping, check out the digital catalog on the [Lufthansa website](#).

"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," said Johann-Philipp Bruns, Vice President Ancillary and Retail, Lufthansa Group in today's announcement. "We are excited to announce the relaunch of the new Inflight Shopping to inspire and delight our guests and crews on board."

"This partnership confirms RiM's high quality and premium standards as it allows us to offer a carefully selected assortment of products, which includes travel essentials, exclusive brand products, and sustainable items," said José Lirio Silva, Head of Onboard Retail Europe and Managing Director, Retail inMotion GmbH. "The relaunched Inflight Shopping will offer passengers a great shopping experience."