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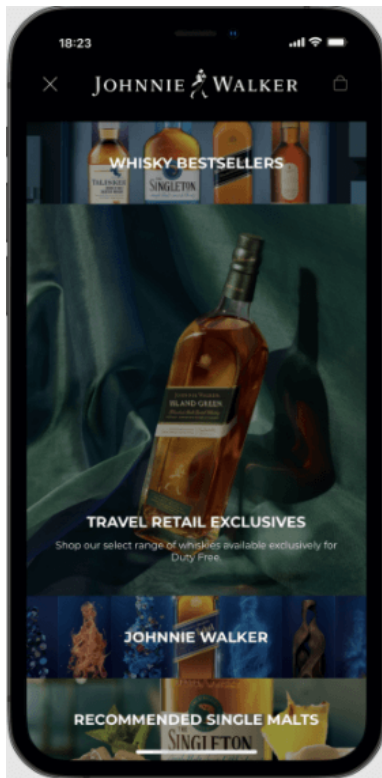
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# DFS partners with Diageo and Inflyter to launch whisky e-boutique

By **Wendy Morley**

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Travelers from selected US airports can explore the whisky category on the Johnnie Walker Boutique before they fly, make purchases and organize airport collection

Diageo Global Travel has partnered with leading luxury operator DFS Group and travel retail company Inflyter to launch an innovative whisky e-boutique for travelers in selected North American airports.

Housed in the Inflyter app, Diageo is the first to launch a branded digital boutique on this mobile commerce platform. Travelers can explore the whisky category on the Johnnie Walker Boutique before they fly, make purchases and organize airport collections.

DFS is also the first travel retailer to roll out this cutting-edge concept with Inflyter, which specializes in delivering digital duty free shopping experiences.

The e-boutique offers Diageo's wide portfolio of single malt and blended whiskies and is currently available in selected airports across North America: San Francisco International, New York JFK Terminal 4 and Los Angeles Tom Bradley Terminal.

The immersive shop-in-shop experience allows users to browse products within their desired category and access engaging brand content. Shoppers can explore bestsellers and travel retail exclusives as well as discover the history behind Diageo's single malt and blended whiskies.

In addition to product descriptions, customers are guided to their whisky through flavor-led shopping and offered cocktail recipes along with recommended whiskies. The adaptive, mobile-optimized user interface provides a smooth experience across all iOS devices, while innovative features such as interactive carousel sliders and expandable buttons allow users to seamlessly navigate the store.

Eduardo Barp, Managing Director at Diageo Global Travel, said: "I'm delighted that in conjunction with DFS Group and Inflyter, Diageo Global Travel has been able to collaborate in the creation and launch of a dedicated whisky e-boutique in locations across North America. We're proud to have developed an accessible and enjoyable way for travelers to make purchases and explore the category.

“As part of Diageo’s category strategy, this platform will continue to enhance our growth pillars, including the all-year gifting and flavor exploration pillars in particular.”

Commenting on the launch, Christophe Marque, DFS President Merchandising said: “At DFS we continually seek to innovate and elevate our customers’ shopping experience, and airports are a perfect environment to introduce new technology.

“We are delighted to launch the first Diageo-DFS-Inflyter Whisky Boutique with our valued partners Diageo and Inflyter, providing travelers departing from Los Angeles, San Francisco and New York JFK Terminal 4 airports with a new way to conveniently select and purchase their favorite spirits before they travel.”

Speaking about the e-boutique, Wassim Saade, CEO of Inflyter, said: "We are extremely proud to have partnered and collaborated with Diageo and DFS to launch the first-of-its-kind mobile commerce whisky boutique on the Inflyer app.

“With our ongoing investment in new digital duty free shopping experiences and retail media concepts, we were confident that our innovative fully branded boutique concept would be an attractive proposition to travel retailers and brands in offering a differentiated way to reach more travelers, showcase beyond a product assortment, and create the opportunity to deliver more integrated digital, mobile, in-store and in-airport experiences for their customers.”

[Duty Free](#), [Travel Retail](#), [Diageo](#), [DFS](#), [Inflyter](#), [Johnnie Walker](#), [Scotch](#), [E-Commerce](#)

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