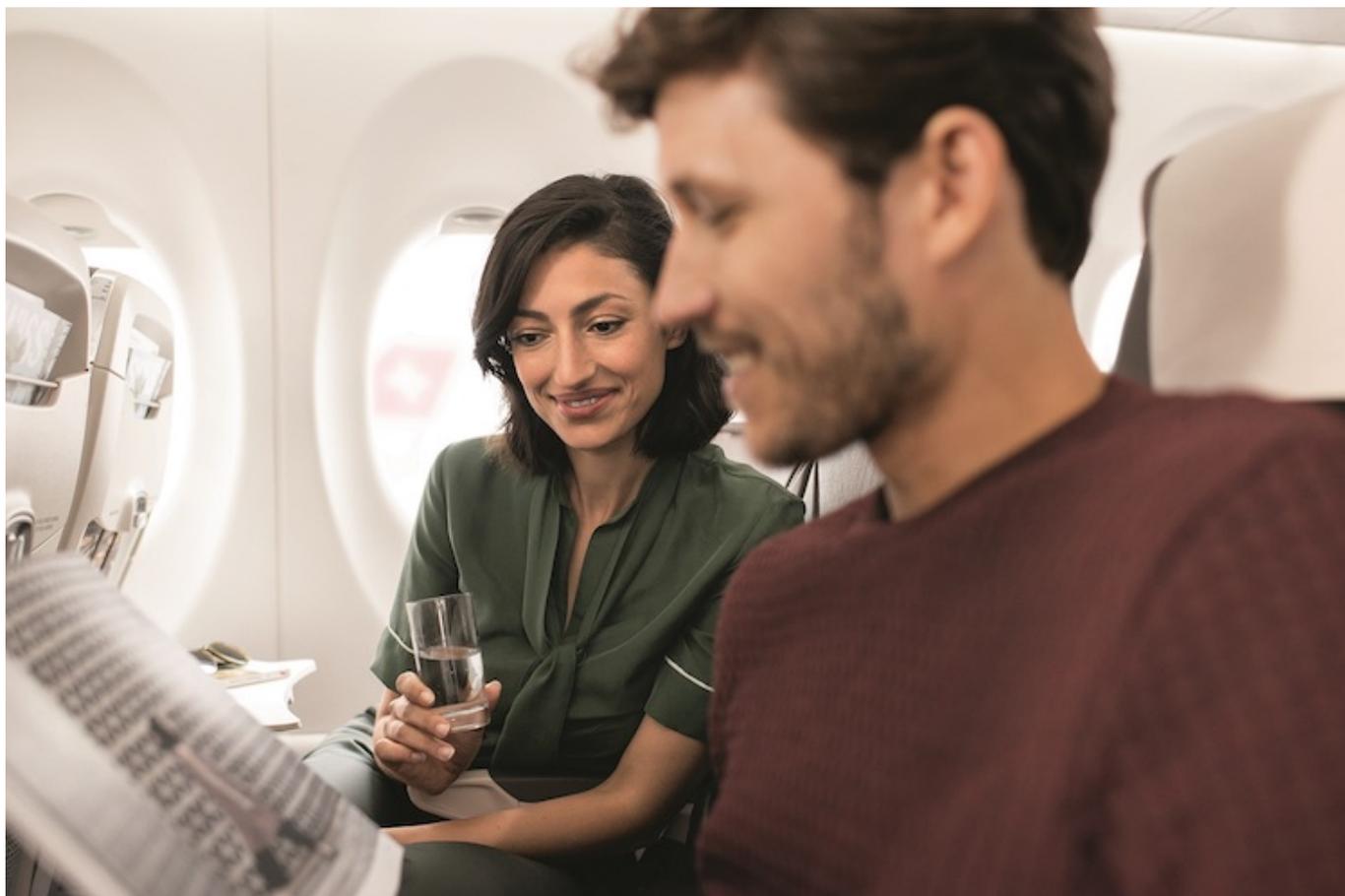


SWISS brings back inflight DF shopping



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 specialities, a deodorant packaged in a sugar-cane bioplastic tube and children's headphones inspired by endangered species from all over the world.