

# 3Sixty announces extended Virgin Atlantic partnership

3Sixty Duty Free has announced an extended partnership with Virgin Atlantic, bringing to market the next-generation omnichannel travel retail solution supported by Omnevo (previously known as AOE).

This solution is aimed at elevating both the passenger experience and the overall travel retail commercial opportunity, and supports a significant change aligned to the Virgin Atlantic brand experience.

Alongside Omnevo, a leader in aviation e-commerce technology, 3Sixty is excited to continue rolling out its omnichannel strategy with its key airline partners across the world.

With many years' experience as an inflight retail concessionaire for Virgin Atlantic and other airlines, 3Sixty has recently focused on omnichannel retail, delivering a major change in the customer offer through its state-of-the-art e-commerce platform and offering a wide range of fulfillment solutions for passengers.

"This announcement sits at the very heart of 3Sixty's omnichannel strategy — investing in our key partners and bringing to market innovative solutions. We are proud of our continued association with Virgin Atlantic and excited for the future ahead," commented 3Sixty's Chief Operations Officer, Alex Anson.

Paul Mills, Virgin Atlantic's Head of Inflight Services noted: "We are delighted to take this step towards offering a seamless shopping experience to our customers in partnership with both 3Sixty and Omnevo. This new platform will allow us to offer a wider range of products and truly personalise the shopping experience for our customers."