

SEA Milan Airports unveils new Malpensa online luxury boutique

SEA Milan Airports, which manages Linate and Malpensa International Airports has launched its new Milano Malpensa Boutique luxury brand portal.

Milan Malpensa is the first Italian Airport to offer a luxury brand marketplace.

The first Italian airport to offer a luxury brand marketplace, those travelling through Milan Malpensa can use the service and benefit from a more 'dynamic and digital' travel experience.

An important part of the SEA Milan omnichannel strategy, the Milano Malpensa Boutique is the first access point to the airport's retail offer and is ideal for those travelling to non-EU destinations as they can benefit from duty free prices.

NEW DIGITAL SHOPPING SOLUTION

According to the company, the introduction of the Milano Malpensa Boutique enables SEA to join the best international airports in developing digital solutions for passengers with the most motivation to shop when travelling.

Shoppers can browse boutique catalogues through the Milano Malpensa Boutique marketplace and collect products in stores or at specific pick-up points at Malpensa International Airport.

Luigi Battuello, Director, Non Aviation Business Development, SEA said: "The Milano Malpensa Boutique marketplace is a project that started before the pandemic, but has accelerated in its development. Innovation, including in retail is an essential part of SEA's strategy to improve the overall passenger experience."

Starting today (8 July), shoppers can browse boutique catalogues on the Milano Malpensa Boutique website and order products. They are then able to collect items at the airport on the day of departure either in stores or at specific pick-up points.

The introduction of the Milano Malpensa Boutique is an important part of the SEA Milan omnichannel strategy.

No registration is required, and all passengers must do is enter their personal data and flight information to view product prices. Each product is displayed on the site with duty free and duty paid prices.

Around 2,000 products are available on the platform from brands such as Dodo, Etro and Montblanc. Travel retailer Dufry Group, a long-standing partner of SEA is also offering a selection of high-end items.