

INTRODUCING THE NEW “MILANO MALPENSA BOUTIQUE”

Milano Malpensa, first airport in Italy offering a luxury brand marketplace for passengers



Milano, 8 July 2021 – Today SEA announces the “Milano Malpensa Boutique”, its new portal dedicated to luxury brand, for a shopping experience starting before your arrival in the terminal.

Thanks to this new marketplace, Milano Malpensa offers an even more dynamic and digital travel experience, facing the challenges of an evolving market, also in the retail sector.

The portal is a new and important piece of the SEA omnichannel strategy. Milano Malpensa Boutique is the first access point to the airport's high-profile offer: a showcase available to all passengers, even more convenient for those travelling to a non-EU destination, benefiting from a duty-free price.

Milano Malpensa Boutique permits SEA to join the best international airports that have developed digital solutions for passenger who has the main travel motivation in shopping.

"The Milano Malpensa Boutique Marketplace is a project started before the pandemic, strengthened by the crisis that accelerate its development - declares Luigi Battuello, Director of Non-Aviation Business Development at SEA. Innovation, including in retail, is an essential part of SEA's strategy to improve the overall passenger experience."

Starting today, on the Milano Malpensa Boutique website, you can browse the catalogs of the boutiques and book the available products. The purchase will take place in Malpensa on the day of departure. The platform works, in fact, according to a "pick-up in store" logic: online booking, payment and pick-up in store or at a specific pick-up point at the airport.

About 2000 boutique's products are available on the platform such as Dodo, Etro and Montblanc, as well as the player specialized in Travel - Dufry, with an important selection of high-end items.

The booking is simple and no registration required by the passenger, just enter personal data and information related to your flight to view the price of the product (if the destination is non-EU, you can buy it in a duty-free regime). For each product, the double price is displayed: specifically, the "duty paid" price and the airport "duty free" price, convenient compared to the list price.

For more information www.milanomalpensaboutique.com