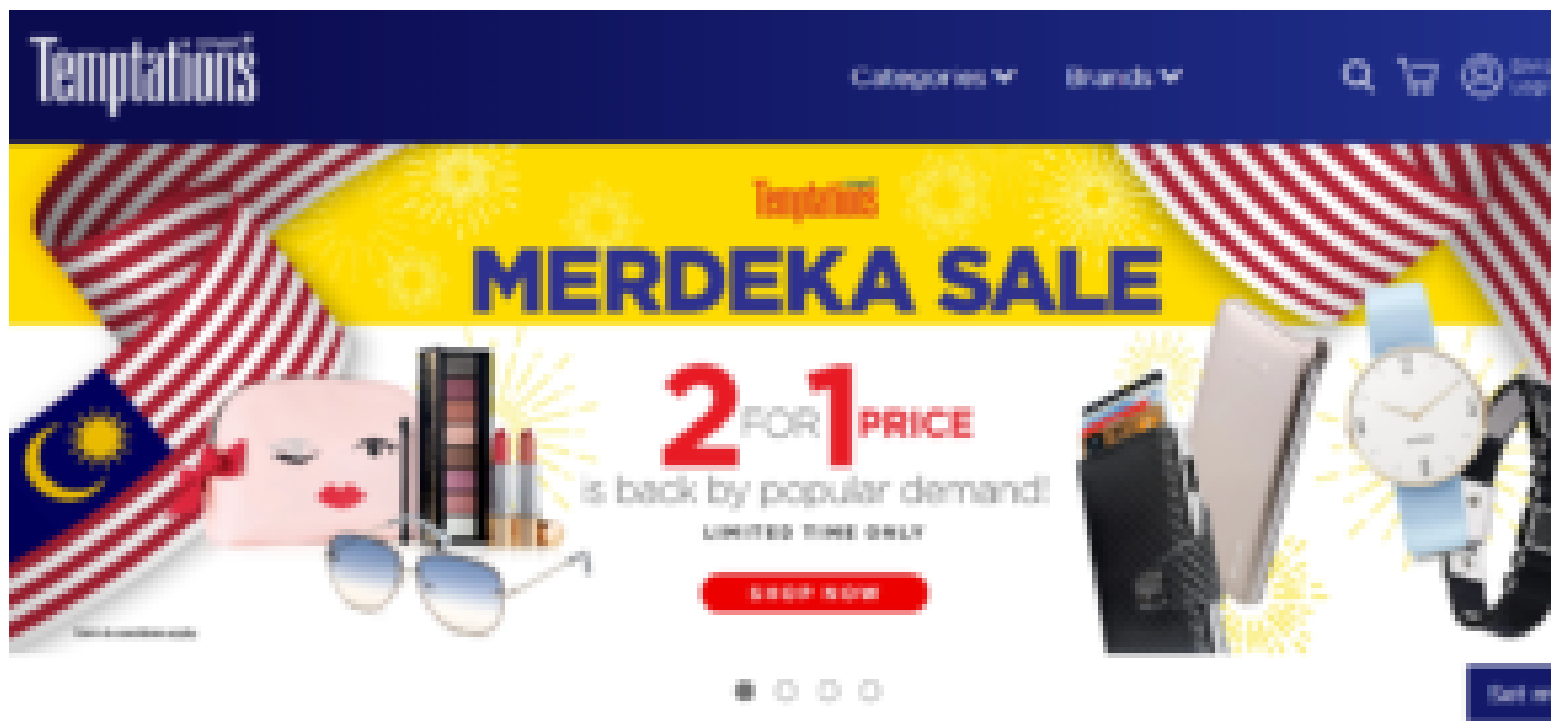


# Malaysia Airlines and 3Sixty Duty Free partnership takes omnichannel retail to “next level”

**MALAYSIA.** Malaysia Airlines has seen a big boost in visitor traffic to its e-retail store [Temptations](#) since partnering with inflight retail and omnichannel services specialist 3Sixty Duty Free & More.

The new partnership has seen Temptations taken “to the next level”, the airline said, thanks to an enhanced e-retail shopping experience, coupled with “seamless” integration with the airline’s frequent flyer program, Enrich.

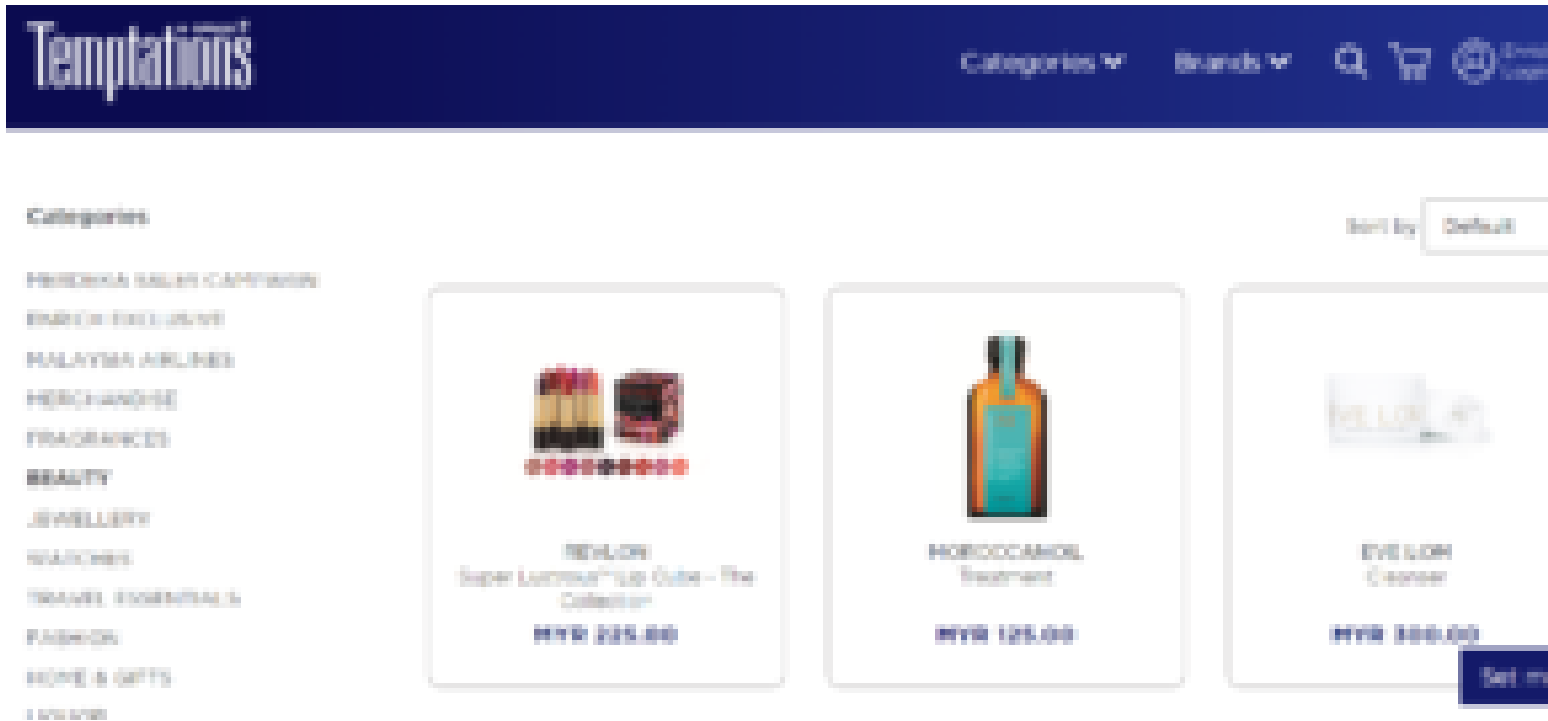
Malaysia Airlines Group Chief Marketing and Customer Experience Officer Lau Yin May said: “We are ecstatic with the way Temptations has been transformed, thanks to our close partnership with 3Sixty. As the world goes through radical changes of opinion, character and habit, we too must evolve as an airline and continuously strive to offer maximum value to all our passengers.



“With this launch, we’ve further emphasised our commitment to all our customers, at the same time making Enrich a valuable lifestyle rewards hub on top of being a world-class airline loyalty programme for our members. It is time to get a little gift for yourself or surprise loved ones by having their favourite items via home-delivery service, ensuring that our customers can remain safe and comfortable during this time.”

3Sixty Duty Free Executive Vice President Asia Lee Hwee Ming added: “We’re actively collaborating with our airline partners to deliver all-new retail experiences for our customers. We continue to invest in our omnichannel vision and have introduced a new facelift along with the ‘click and redeem service’ for Temptations.

“We immediately observed a 55% increase in traffic since the launch of the enhanced e-retail site. In the new design, we allow brands to gain prominence on homepage and category pages and by having key brands up front and centre, we will be able to increase the platform’s appeal factor and encourage returning traffic.”



Temptations offers customers the flexibility to shop for their favourite duty free items from the comfort of their homes. They have the option of having the pre-ordered purchases delivered onboard or at home (anywhere in the world, the airline said) while enjoying savings on extensive range of products including beauty, fragrances, jewellery and fashion offered exclusively at [temptations.malaysiaairlines.com](http://temptations.malaysiaairlines.com).

The ‘Click and Redeem’ feature fulfils the need for convenience and accessibility to premium merchandise and exclusive Temptations products.

Members of the frequent flyer programme Enrich can now simply log on directly to the Temptations site and shop while earning Miles with every purchase made via credit card.

*Enrich* Temptations

## Shop more with Miles!

Don't let your Miles expire. Redeem your Miles for Enrich Vouchers and shop online for your heart's content!  
Earn 2X Miles for every RM1 spent!

[Redeem now](#)



Temptations features more than 350 products. Users can use a 'virtual sliding ruler' to filter items based on their personal criteria. Essential items such as masks and sanitiser are available on the platform alongside a range of Malaysia Airlines exclusive merchandise such as the Pilot Parker plush toy, kebaya pin and more.



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