



+++Press release, May 9th 2018+++

Ready for take-off! Partnership Eurowings x Sugartrends offers boutique shopping above the clouds

Eurowings cooperates with the rising Cologne based e-commerce startup Sugartrends to offer its passengers something truly special: a new magazine with the most beautiful boutiques in Europe combined with internet access on board allowing you to browse and shop from the best boutiques in Europe – 37'000ft above the ground.

While Eurowings flies to the most beautiful destinations in Europe, Sugartrends helps in finding Europe's best boutiques. Together, Eurowings and Sugartrends aim to create a unique travel and shopping experience. That's why their first joint in-flight magazine presents an exclusive selection by Sugartrends of boutiques in European cities on Eurowings' routes.

The partnership is based on a common appreciation for individuality and modern lifestyle, where quality stands before price. For the fastest growing airline in Europe, this is about providing fresh impetus on board alongside an extended offering for passengers to make shopping above the clouds more enjoyable. The partnership allows Sugartrends to implement the concept of linking local boutiques all over Europe with consumers on and offline, in order strengthen them and to lead to a sustainable growth of the entire network. Now, passengers can explore these boutiques in the printed magazine, shop their products online or visit them on arrival at their destination.

With Eurowings and Sugartrends you cannot only discover Europe's most beautiful places but also sustain local jobs. In doing so, the partnership is playing a key role in the future of small retail – even above the clouds. Just like Eurowings wants to further establish and expand its route network, Sugartrends is planning to spread its wings and continue its journey beyond the borders of Europe.

About Sugartrends:

The online platform Sugartrends is Europe's leading marketplace for boutique shopping, offering customers unique products from independent, local stores – far away from chain stores and mass-produced goods. Thereby, it supports the local economy in each city. For Sugartrend's partners – passionate, local stores – the marketplace provides digital solutions, to help stores and their products being presented to a broad audience online, and thereby enabling the stores to become and remain competitive in the new digital era.
