

AirAsia's OURSHOP e-marketplace partners health and beauty retailer Guardian for click and collect service

AirAsia's e-marketplace OURSHOP has partnered major health and beauty retailer Guardian to provide click and purchase services at Kuala Lumpur International Airport 2 (klia2).

AirAsia said its BIG members can earn and redeem BIG Points when they purchase Guardian products on OURSHOP. Apart from that, there will also be special offers for various products and bonus point incentives to make it easier for travelers to redeem free flights on airasia.com

In a press release, AirAsia said it believes that the partnership will provide significant growth opportunities for Guardian's business as around 32 million people arrive and depart klia2 every year. The airline also revealed that there are discussions to extend the partnership beyond the airport space.

Commenting on the partnership, OURSHOP Head of Acquisition Hassan Choudhury said: "OURSHOP is pleased to partner with Guardian, as well as launch a new retail category that gives customers the opportunity to pre-purchase and collect at klia2. Having the freedom to explore our omni-channel experience and product selection presents a great opportunity for customers. It therefore makes perfect sense to partner an industry giant such as Guardian."

Guardian Health And Beauty South East Asia CEO Soren Lauridsen said: "Guardian is delighted to be the first health and beauty retailer to partner with OURSHOP, providing yet another convenient channel to meet the changing demands of customers in the travel retail business. We have noticed a new and growing trend, whereby travelers are moving away from impulse purchasing at the airport to researching and shopping online for essential travel items.

"With Guardian's extensive brand offerings, we are well positioned to enable those travelers to prepare well before their next trip, offering travel essential products from head-to-toe such as sun blocks, repellants, vitamins, lip balms, pharmaceuticals, personal care, cosmetics and many more. We look forward to serving even more customers at our store at klia2 and the shared success of this partnership."

Starting from today, OURSHOP customers and AirAsia BIG Members can earn BIG Points on eligible Guardian purchases.

OURSHOP is AirAsia's e-commerce platform offering a wide range of products from duty-free, high street and local retailers from around the world.