

Hookah-Shisha.com Joins AIR: the leading Platform in the North American Hookah e-commerce landscape

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AIR acquired **Hookah-Shisha.com**, the leading e-commerce platform and one of the most trusted names in Hookah retail in the USA. Known for its broad product assortment and dedicated customer base, South Smoke brings local insight and a loyal following to the AIR portfolio, reinforcing our presence in a key international market.