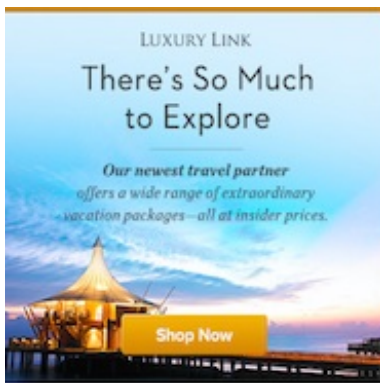


INTERNET

Gilt provides travel options with Luxury Link

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Luxury Link and Gilt team

By NANCY BUCKLEY

Online shopping site Gilt is adding a new line of shoppable luxury items through its partnership with Luxury Link, a luxury travel Web site that provides curated hotels and guest experiences.



Consumers from Gilt will now be able to continue their exclusive access provided by the Web site in their travel purchases. Web site partnerships require brands to ensure that consumers across both platforms are similar and will benefit from such collaborations.

“Gilt has more than 9 million members, many of whom are savvy travel enthusiasts, and as the company continues to expand internationally, Luxury Link’s exclusive offerings in destinations all over the world will no doubt appeal to the global traveler,” said Holly Wilde, content, brand and social media manager, [Luxury Link Travel Group](#), Los Angeles.

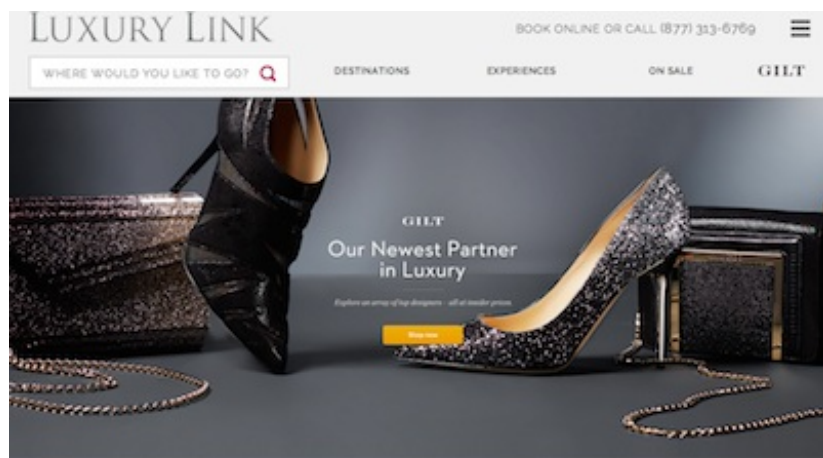
“We feel at Luxury Link that our members are among the most affluent and active on the web, and we look forward to welcoming Gilt’s similar membership base to Luxury Link,” she said.

Purse, shoes and vacations

On the Gilt homepage, users are able to weed through the Web site by choosing a category. These options include women, men, baby & kids, home, city and now travel.

When they click on the travel option, consumers are brought immediately to Luxury Link's Web site in a new tab.

Luxury Link provides guests with unique opportunities on vacations.

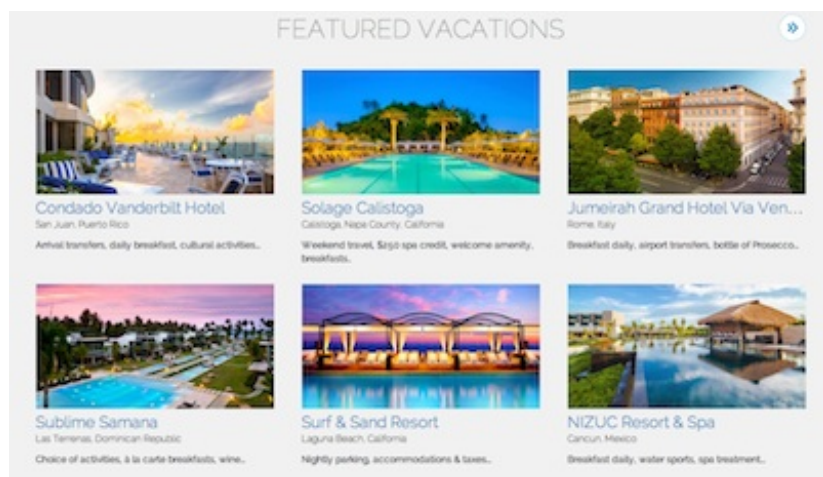


Gilt on Luxury Link homepage

On the homepage of Luxury Link, the first image seen is two shoes and purses with a link to Gilt.

Gilt consumers typically use the site to shop exclusive deals on designer and luxury goods. The physical item that is being purchased is similar to the exclusive experience that can be purchased on Luxury Link.

Destinations on Luxury Link include Africa, Asia, Australia, Canada, the Caribbean, Central America, Europe, Indian Ocean, United States, South America and South Pacific.



Luxury Link featured trips

In a branded statement, Michelle Peluso, chief executive officer of Gilt said, "Gilt was founded on the idea of providing access to the most coveted brands and inspiring experiences, and Luxury Link shares that vision to a tee. As we continue to grow internationally, with more than 9 million members around the world, our travel-savvy shoppers will no doubt be inspired to head off on a Luxury Link getaway."

Web site linking

Online collaborations that are done well provide ease in use for consumers.

For instance, real estate firm William Raveis streamlined the consumer journey upon entering the city of New York by teaming up with property aggregator StreetEasy.

Unlike most locations, the five boroughs of New York have never established a multiple listing service, so consumers have always had a hard time of surveying the full scope of properties on the market. StreetEasy aims to remedy this flaw by aggregating participating property listings and arranging them in a fluid manner ([see story](#)).

Also, Jimmy Choo positioned its products as must-haves for France's Cannes Film Festival through a video content partnership with The Hollywood Reporter.

The footwear label and media brand partnered to present the "Cannes Confidential" video series that featured The Hollywood Reporter's style editors giving advice on what to wear to the event May 15-26. Shoes from Jimmy Choo and other items from luxury brands were recommended in the series, which gave the footwear marketer leverage in its category ([see story](#)).

Collaborations allow consumers of luxury brands to have greater opportunities across multiple platforms.

"Gilt excels at creating a personalized shopping and customer service experience for its members, and with the integration of Luxury Link across the site, members will also have access to a dedicated Luxury Link concierge team in their Los Angeles headquarters providing personalized service to travelers looking for the perfect getaway," Luxury Link's Ms. Wilde said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/CxqAE9zxm2Y](https://www.youtube.com/embed/CxqAE9zxm2Y)

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