

IN-STORE

## Thomas Pink presents special offer to focus on accessories

May 7, 2015



*Thomas Pink pocket squares*

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By STAFF REPORTS

LVMH-owned apparel label Thomas Pink is offering a special program, "From Our Pocket to Yours," to promote its pocket squares.

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With a purchase of two shirts consumers are given a complimentary pocket square. The campaign will draw attention to Thomas Pink's accessories as consumers pick their favorite pocket square.

### Decorating pockets

When consumers purchase two or more full-priced dress shirts they are able to pick a complimentary pocket square.

Luxury retailers using gift-with-purchase promotions may not directly influence a consumer's purchase, but they can offer an extended shopping experience that can result in brand loyalty and give luxury brands an edge without offering direct discounts ([see story](#)).

The brand sent an email to subscribers announcing the deal that will only be available May 8-10.

On Thomas Pink's Facebook page, the brand is promoting election day in the United Kingdom with a post featuring tie and shirt combinations with the caption, "Have your say and VOTE today!! We've got a shirt tie combo for every party!"



*Image from email*

Recently, Thomas Pink changed colors for the month of March with a celebration of blue. Across social media and its Web site, the brand created engagement around its blue colored offerings by sharing fun facts, hue inspiration and style suggestions. Through this campaign, Thomas Pink was able to bring blue to the forefront of men's closets, as well as motivate them to experiment with their wardrobes at the change of seasons ([see story](#)).

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