

INTERNET

## Bluefly launches social game to increase customer loyalty

March 11, 2011



By RACHEL LAMB

**Sign up now**

**Luxury Daily**

Bluefly has announced the launch of a new social game that rewards its customers for interacting with different elements of the site via special discounts, deals and fashion badges.

Customers that watch videos, add items to their wish lists and write reviews will receive badges that highlight their statuses and make them known as credible consumers in the Bluefly community. The initiative began March 10.

“We are always looking for ways to enhance the shopping experience and help our customers interact and build deeper connections with other shoppers and with Bluefly,” said Melissa Payner, CEO of Bluefly, New York. “We have created a lot of different experiences on our site, from Closet Confessions videos, to our blog as well as weekly fashion and trend stories.

“The Badgeville gaming technology will further entice shoppers to explore these different experiences on the site, and get to know Bluefly on a deeper level,” she said.

**Bluefly** is an ecommerce destination that sells luxury brands such as Marc Jacobs, Michael Kors, Prada, Chanel and Dolce & Gabbana.

Bluefly has partnered with [Badgeville](#), a company that uses social loyalty, rewards and analytic platforms to increase customer loyalty and engagement.

Let the games begin

Bluefly's new game will offer badges to the consumers who interact with different elements of the site.

Different badge levels will signify levels of fashion credibility, and as customers earn access to different badge levels, they will receive rewards from Bluefly including first look at new arrivals as well as access to special previews and deals.

Bluefly claims it is the first retailer to launch this kind of social game.

This will inevitably lead to more time spent on the site, as consumers will strive to receive the rewards earned from watching videos, writing reviews and buying products.

Bluefly will benefit because as its customers write reviews and interact with the site, Bluefly will get an added amount of customer feedback that will help the company better serve its loyalists.

"Customers, especially those buying luxury brands, are hungry for information and are in tune with what is happening in fashion, shopping and pop culture in general," Ms. Payner said. "They want a unique shopping experience, one that is inviting and one that feels customized to them.

"We know that the more time customers spend on the site and the more places they visit on the site, the more likely they are to become frequent customers and advocates for the brand," she said.

Customer interaction

This initiative not only gains revenue for Bluefly, but for the luxury brands who sell their products on it.

The incentives of special discounts and deals will lead to an increase of spending, which could lead to a rise in luxury spending.

Bluefly's 2010 sales numbers indicated that luxury buyers have come out of the economy-induced shopping slump ([see story](#)).

This game could certainly be the way to keep the momentum going.

"We know that many of our customers view shopping itself as a game or a sport, driven to get the latest fashions at great prices, so we hope adding elements of gaming to the site will also add a level of fun for them in terms of earning various fashion-related badges and benefits," Ms. Payner said.

Final Take

*Bluefly members can earn badges by watching videos like Closet Confessions, Bluefly's YouTube series that looks inside celebrities' closets to see their personal styles*

*Rachel Lamb is an editorial assistant at Luxury Daily. Reach her at [rachel@napean.com](mailto:rachel@napean.com).*

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.