

RETAIL

Printemps takes made-to-measure approach for new loyalty program

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Image courtesy of Printemps

By SARAH JONES

French department store chain Printemps is rolling out a new loyalty program designed to help consumers customize their shopping experience.

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Printania is already available at a handful of the retailer's stores, including its flagship on Boulevard Haussmann in Paris, and it will be extended to more locations this fall. As consumer interest in loyalty programs wanes, retailers are finding they need to do more to engage and keep enrollment up.

Printemps was unable to respond before press deadline.

Show of loyalty

Printania is a new version of the existing loyalty program tied to **Printemps**' credit cards. Those who already have a credit card will automatically be enrolled in Printania once it is available at their preferred store.



Printemps bag featuring Printania

Once consumers have a Printemps credit card, they are entitled to benefits, including exclusive store news,

personal shopping, easy exchanges or refunds and the option to shop hands-free and collect their purchases at a single place before they leave the store. Other perks include complimentary alterations or at a reduced rate, free shipping for orders of about \$335 or more and flexible payment plans.

Cardholders are able to have the full amount of their purchases charged once a month, pay by installments or finance with a repayment plan. For 90 days after purchase, cardholders' merchandise is protected against theft or damage and credit users have protection against fraudulent charges.



Image courtesy of Printemps

Printania features four tiers of membership based on consumers' number of points. Every two euros spent earns the enrolled one point.

Silver can be joined by anyone, while ruby requires 1,500 points and gold and platinum have higher benchmarks.

For the launch of Printania, Printemps has created a corresponding mobile application for both Android and iOS devices. Here, consumers can sign up for a new account or connect their existing account.



Printania mobile app

Personalizing the app, consumers can choose their three favorite brands. The user can also track her favorite looks by snapping a photo within the app, looking back on these outfits at a later time.

The app will update the user on store news, including events and entertainment.

Consumers can opt to use the app as their loyalty card, presenting it at checkout to receive credit for their points. The user's purchase history is stored within the app, and a virtual ticket can be used as proof of purchase if a return is needed.

As of press time, Printania is available at Printemps' Lyon, Haussmann, Deauville, Velizy, Nation, Parly, Lille and Louvre stores, with more rollouts this fall.



Billboard for Printania on Printemps Haussmann

Other retailers have revamped their loyalty programs to better suit today's consumer expectations.

In 2015, Canadian department store chain Holt Renfrew rolled out a new bespoke rewards program that promises consumers "luxury personified."

Holt Icon Privileges revolves around the idea that each consumer is a distinct personality that shapes the store, and aims to treat them as such with exclusive access and services ([see story](#)).

Rethinking retail

The affluent classes are quickly losing interest in loyalty programs, according to research from Collinson Group.

In August 2014, only 18 percent of consumers said they "can't be bothered" with loyalty programs, but that number doubled in the latest survey. With the traditional method losing its steam among desirable prospects, retailers will need to re-think how they engage and cultivate loyalty among their consumers ([see story](#)).

Seeing this research in action, retailers' budgets are reflecting their recognition of the need for better loyalty offers.

Sixty-two percent of retailers planned to allocate more funds toward their loyalty programs in 2015, according to a report from Boston Retail Partners.

Consumers are becoming more digitally driven, and loyalty programs have to change with them, incorporating mobile, gamification or consumer data to make the reward process more personal. Thinking of a loyalty program as another part of the omnichannel shopping experience enables a brand to reach consumers however they choose to interact ([see story](#)).