

APPAREL AND ACCESSORIES

## Childrensalon looks to raise ecommerce engagement with loyalty program

September 13, 2018



*Childrensalon carries designer duds for children. Image credit: Childrensalon.com*

By STAFF REPORTS

Children's wear retailer Childrensalon is giving parents perks with a new tiered loyalty program.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Launched on Sept. 12, Childrensalon Rewards gives consumers one point for every pound, or about \$1.30, they spend. While customers for children's wear typically have a finite relationship with a retailer that ends once the kid grows up, Childrensalon is aiming to inspire loyalty from its new and existing clientele for the duration of their time buying boy's or girl's apparel.

### Relationship building

Childrensalon retails high-end children's wear, including pint-sized styles from Gucci, Burberry and Dolce & Gabbana.

The retailer's Childrensalon Rewards is split into six levels, depending on how many points a consumer accrues.

Those with between 100 and 499 points are in the lowest bronze tier, earning them one complimentary delivery. Meanwhile consumers who earn more than 10,000 points are categorized in the highest diamond category, receiving perks such as four complimentary deliveries, two complimentary gift wraps, two double-points days and 48 hours of exclusive early access to private sales.

Consumers earn points on each purchase made across desktop, mobile Web and Childrensalon's mobile application, with no minimum.



*Childrensalon Rewards is available across devices. Image courtesy of Childrensalon.com*

"We are extremely excited to launch Childrensalon Rewards, it is a vehicle for us to show our gratitude towards our loyal customers," said Clinton West, digital and marketing director at Childrensalon, in a statement. "Unlike other loyalty programs that are commercially focused, Childrensalon Rewards holds true to our brand ethos, with not only rewarding customers for purchases, but a strong focus on encouraging brand engagement."

Last fall, Childrensalon looked to ensure a seamless consumer journey with the launch of an iOS mobile app.

As an exclusively ecommerce retailer, Childrensalon is dedicated to removing the barriers consumers often come across when shopping online. Childrensalon's Nov. 28 app launch is just one of many methods the retailer has executed to ensure a positive ecommerce experience each time its consumers shop ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.