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ShopStyle launches cash back loyalty program for luxury shoppers

June 11, 2019



ShopStyle is launching a loyalty program. Image credit: ShopStyle

By STAFF REPORTS

Fashion ecommerce aggregator ShopStyle is responding to the affluent audience's desire to save with the debut of a loyalty program that includes financial and service perks.

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The platform's free Shop Smarter loyalty program incentivizes consumers to search and buy through ShopStyle through personalized experiences, cash back rewards and offers. ShopStyle says it is the first luxury fashion discovery platform to offer a cash back program, a differentiator that may help it drive repeat business.

"ShopStyle surveyed luxury customers and we found that they're looking for something extra that others don't have access to," said Alison Stiefel, marketing vice president at ShopStyle, in a statement. "That's why we launched Shop Smarter. This program celebrates shoppers individual style and rewards members with unique offers they can't get anywhere else."

Shop and save

ShopStyle serves about 10 million customers per month. The platform aggregates fashion from 4,500 brands, including luxury houses such as Valentino and Saint Laurent, enabling consumers to search for merchandise across labels and retailers in one place.

Consumers then click on search results to purchase via retailers.

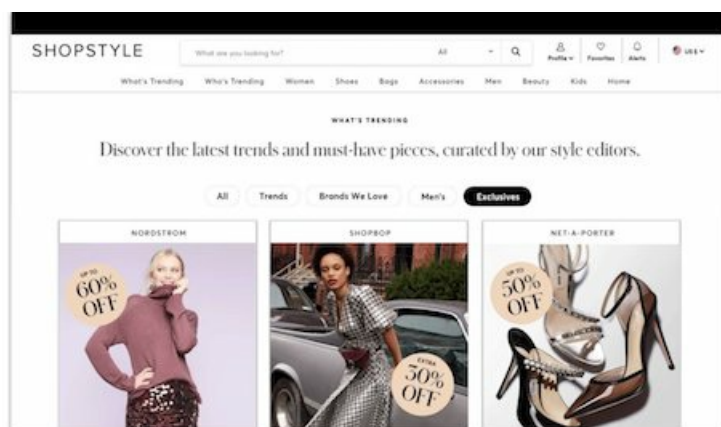
At the center of ShopStyle's new loyalty effort is personalization. By creating a profile, a consumer can favorite looks, influencers and brands for later.

The user's preferences are then used to deliver product suggestions and notifications, such as updates that a favorite item has been marked down.

Retailers including Stylebop and Fivestory are also partnering on the loyalty program, giving enrolled shoppers early access to exclusives, sale alerts and special offers.

ShopStyle is working with Rakuten to offer a cash back perk on purchases from retail partners including Neiman

Marcus, Bergdorf Goodman, Luisa Via Roma, Horchow and Intermix. Shoppers will get up to 10 percent back on their luxury purchases.



ShopStyle compiles fashion from retailers. Image credit: ShopStyle

Despite some deep pockets, global luxury shoppers are evenly split in their purchasing habits, with a YouGov report finding that half only buy luxury items at a discount.

While the discount-oriented luxury shoppers tend to be a bit older, they are demographically very similar to those who will buy luxury at full price. However, many in the discount-oriented group may still be adjusting to their financial situations, since 45 percent have acquired their wealth within the last five years ([see story](#)).

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