

RETAIL

Saks Fifth Avenue launches new benefits for cardholders

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Saks Fifth Avenue flagship store in New York across from Rockefeller Center. Image courtesy of Saks Fifth Avenue

By LUXURY DAILY NEWS SERVICE

Department store chain Saks Fifth Avenue has updated its membership and rewards program SaksFirst to strengthen client loyalty.

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The retailer is furthering its commitment to deliver a personalized and easy experience for customers through a revamped credit card and rewards program. With new enhancements tailored to how customers shop, SaksFirst credit cardholders now have easier access to more rewards.

"As a leading luxury shopping destination, we strive to offer our customers multiple opportunities to experience the best in fashion and beauty," said Emily Essner, chief marketing officer at Saks Fifth Avenue, in a statement. "Strong customer relationships are the foundation of our business and why customers choose to shop with us.

"These latest updates to our SaksFirst Program give us new opportunities to thank and reward our customers for their continued loyalty."

SaksFirst

The SaksFirst program offers individualized benefits, perks and rewards to its members making purchases through a SaksFirst Store Card or SaksFirst World Elite Mastercard. Members can shop, earn points on eligible purchases and enjoy early access to sales and events.



Saks Fifth Avenue has updated its benefits program to bring customers more ease and convenience to their Saks shopping experience. Image courtesy of Saks Fifth Avenue

Cardholders receive a \$25 Saks gift card for every 2,500 points earned. All SaksFirst card holders earn SaksFirst points on purchases made at Saks stores, saks.com, Saks OFF 5TH stores and saksoff5th.com.

SaksFirst World Elite Mastercard cardholders also earn two points per dollar on any purchase outside of Saks, everywhere Mastercard is accepted.

The SaksFirst rewards program offers four tiers based on annual spend: premier, elite, platinum and diamond.

Now, all SaksFirst members can enjoy free basic alterations, as well as early access to sales, Saks at Your Service Rewards Card, free rush shipping, in-home styling sessions and Try Before You Buy. The Saks at Your Service Rewards Card can be utilized for numerous in-store perks including handbag repair, beauty services and more.

The U.S. retailer recently unveiled the Barneys at Saks experience on the fifth floor of its New York flagship store, a significant step towards reviving the distinguished brand. For the grand opening, Barneys at Saks featured merchandise across multiple categories, including women's and men's ready-to-wear as well as handbags and accessories, providing customers a holistic approach to shopping at Saks ([see story](#)).

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