

COMMERCE

HauteLook embraces Gilt Groupe model with Getaways travel program

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By KAITLYN BONNEVILLE

Ecommerce destination HauteLook has followed the Gilt Groupe precedent by launching its own flash-sale travel program, Getaways.



The program offers HauteLook members travel experiences internationally at up to 60 percent off retail prices. Getaways will include luxury and boutique hotels and full-trip packages.

“We want to offer new categories our members have asked for, in a way that exceeds expectations,” said Jeff Eckerling, general manager of travel at HauteLook, Los Angeles.

“Our new streamlined booking process allows for our members to book right from HauteLook, furthering our brand as a true lifestyle destination,” he said.

HauteLook offers products by luxury brands such as Chanel, Diane von Furstenberg and Swarovski. It offers discounts up to 75 percent off and claims more than 3.5 million members. Membership is free and open to anyone.

Got to get away

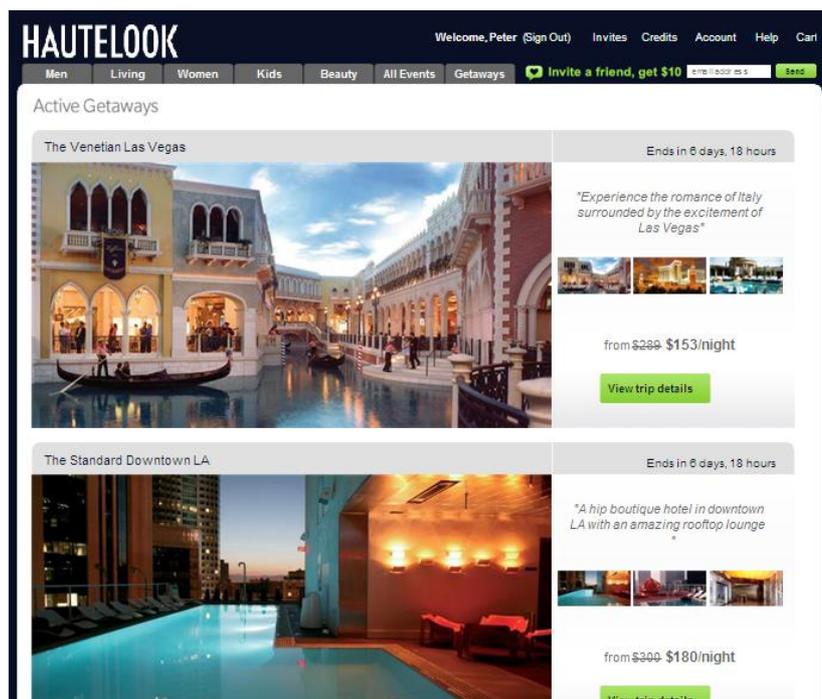
The HauteLook Getaways category features between three and seven travel destinations weekly, each on sale typically for seven days. Members can view property images, book

dates via the Web site, find information about each location and get inside information about amenities and location activities.

“We know our members have busy lives, so we’re focusing on offering aspirational and accessible weekend trips or week-long trips that fit into our members’ lives,” Mr. Eckerling said.

“It’s less about the three week excursion and more about great travel that you can fit into your busy lifestyle,” he said.”

HauteLook is looking to expand Getaways to its recently launched iPhone application in 2011. Members can access the flash sale site directly from their mobile devices using the application ([see story](#)).



A screen shot of the HauteLook Getaways program

Expanding destinations

Keeping up with its quick expansion, HauteLook recently acquired Private Sales LLC, the operator of [BonVoyou.com](#), a members-only travel sale Web site based out of Chicago.

The acquisition allows Getaways to quickly provide a best-in-class travel experience for our members, accelerating its launch.

To promote the program’s launch, Getaways will be offering properties in destinations including Napa, Chicago, Cabo, Miami, San Diego and Las Vegas. Members who visit any Getaways event Nov. 15-19 will be entered to win one \$500 credit good towards a future Getaway.

“We know that HauteLook members love the site because of the range of items and categories they can find,” Mr. Eckerling said.

“Travel will be yet another amazing category of deals to explore,” he said.

Final Take

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