EDGARS

The Club

Concept Note

INTRODUCTION

Edgars leading fashion retailer, introduced its exclusive membership program, The Club, in 2014 to reward loyal customers and enhance shopping experience. The Club exclusive membership program is designed for discerning fashion enthusiasts who crave personalised experiences, early access, and unparalleled benefits. As a member of our inner circle, you'll unlock a world of luxury, creativity, and style.

Mission:
To create a sanctuary for fashion connoisseurs, offering tailored experiences, bespoke services, and curated content that exceeds expectations.

BENEFITS

- Edgars Hospital Cash Plan.
- Club Plus enhanced loan limits.
- Access to Club Plus low interest rates.
- Invitation to VIP only events and fashion shows.
- Personalised styling, discounted make up service and shopping experiences.
- 5% monthly shopping discount
- The Club Vault and Couture Circle Card
- Shopping in the comfort of the office,
- Access to a Stylist
- Surprise Gifts for birthdays
- Exclusive access to sales, new collections and limited editions
- Club Magazine

WORK IN PROGRESS

- Discounts at selected hotels
- Discounts at selected airlines
- Car Rental discounts
- Gym membership
- Road Assistance
- Spa treatment
- VIP lounge access
- Access to personalised and discounted financial solutions including Insurance, Personal Loans, Private Banking etc

MEMBERSHIP TIERS

- Vault VIP (Mid-level to The Club. Has access to the basic benefits, Club Magazine, access to the basic partner benefits)
- Couture Circle (Top-level to The Club. Has access to the basic benefits, Club Magazine, access to all partner benefits)

Each tier offers increasingly personalised benefits, exclusive access, and bespoke services.

Events and Activations:
- Quarterly VIP-only events
- Annual fashion shows and presentations

Marketing Strategy:
- Social media campaigns targeting high-end fashion enthusiasts
- Collaborations with influencers, and industry partners
- Personalised invitations, direct mail, and email marketing