



# **Fashion Loyalty Reimagined:**

## 10 Million Members in Under 12 Months

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**A European fashion leader launched a modern, sustainability-led rewards program—uniting emotional loyalty, personalization, and rapid scale.**

# About the Brand

A 180-year-old European fashion brand with 1,300+ stores across 20 countries. Known for its heritage in affordability, sustainability, and customer trust, the company has continuously evolved to meet the demands of a modern retail landscape.

## Objectives

- Build a digital-first loyalty program grounded in customer intelligence
- Attract value-driven shoppers and strengthen emotional loyalty
- Personalize engagement across regions, channels, and lifecycle stages
- Embed sustainability into every customer touchpoint
- Drive long-term revenue growth through retention and reactivation

## Key Approach

### Omnichannel experience

Points for in-store and online purchases

### Sustainability as strategy

Tree planting and eco-linked rewards

### Hyperlocal execution

Localized campaigns and cultural alignment

### Tiered loyalty

Surprise vouchers and Plus-tier upgrades for power users

### AI-powered personalization

Tailored journeys across 8 markets

## Capillary's market-adapted loyalty transformation approach

### Challenges



### Solutions



### Results

Loyalty disconnected from modern values

Lack of customer data across channels

Poor personalization across regions

Weak retention in loyalty programs

Fast fashion competition

Sustainability-led benefits + tree-planting

Unified platform with first-party data capture

Market-specific targeting & recommendations

Weak retention in loyalty programs

Tiered benefits + emotional engagement

**10M** members acquired in 12 months

**42.23%** avg. email open rate

**144** personalized campaigns launched

**76%** active within 6 months

**30%** loyalty base growth since launch