



Unique by ERMES – Cyprus’ biggest-ever reward scheme

The ERMES Group, a member of the CTC Group, has introduced a major innovation in the form of “Unique by ERMES”. It is the biggest and most advanced reward scheme ever seen in the Cyprus market, offering greater value to ERMES customers.

The scheme covers everything the consumer could need or wish for, including categories such as fashion, cosmetics, household items, DIY and supermarket, through the dozens of stores operated by the Group in these areas.

Participants in the scheme are retail profiles and brands that have won over people’s hearts, including Debenhams, Armani Exchange, Uber Stores, Next, Oviessa, Navy and Green, Zako, Glow Beauty Shop, Peacocks, Orsay, Venue Café, Artopolis, Coffee and More, Spar and Superhome Center, with the prospects of further additions in the near future.

Moving away completely from the one-dimensional rewards on purchases that conventional schemes offer, “Unique by ERMES” is totally personalised, with communication, offers and benefits that dynamically reflect the interaction of each member with the Group’s retail profiles and brands. It offers three status levels – White, Red & Black – with incremental and especially attractive rewards, depending on the behavior of each consumer across all the participating retail profiles. Members of “Unique by ERMES” may earn points in all the participating stores and any product category and redeem them in the store of their choice.

The Unique experience is not limited to stores. In the context of the scheme, Ermes has created a dedicated lifestyle portal (www.unique-ermes.com.cy) with rich, original content dealing with issues pertaining to fashion, cosmetics, living, nutrition and the latest trends, as well as a printed edition, the “Unique” magazine, which will be available in all the Group’s stores.

“Unique by ERMES” was officially launched on 7 November and registration can be completed online or in the Group’s stores, while Ermes Club and Beauty Club members will be automatically upgraded to membership of “Unique by ERMES”.

15 November 2018

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BY HERMES

The biggest rewards programme in Cyprus

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