

## **Louis Philippe, Jet Airways to offer consumers enhanced retail experience**

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**Bangalore:** Louis Philippe, the identity of the stylish and astute Indian gentleman, in association with Jet Airways' JetPrivilege, India's largest frequent flyer programme, is set to enhance the shopping experience of its members. With this partnership, JetPrivilege members will enjoy an exciting new opportunity to earn JPMiles while they enjoy the unmatched shopping experience Louis Philippe provides.

Through every INR 100 spent in a Louis Philippe exclusive store, a JetPrivilege member can be rewarded with 12 JPMiles.

JetPrivilege members will enjoy Louis Philippe's unparalleled luxury shopping experience and at the same time earn JPMiles. "The association with Jet Airways is a targeted approach in reaching out to segmented buyers," said Mr. Jacob John, Brand Head, Louis Philippe. "This programme will help us add to our already strong Upper Crest loyalty programme by attracting jet setters. We are confident that this partnership will bring two niche customer bases on a common platform."

According to Mr. Sudheer Raghavan, Chief Commercial Officer, Jet Airways, "Guest delight is at the core of Jet Airways' strategy to offer better value creation for its JetPrivilege members. It has been our constant endeavour to enable our JetPrivilege members to enjoy exclusive offers in the retail space. We are delighted to bring you the elite lifestyle brand Louis Philippe. Through this association our esteemed JetPrivilege members can enjoy fine retail experience as well as earn JPMiles while they shop, making for an unmatched shopping experience."

### **About Louis Philippe**

The brand draws its name and inspiration from King Louis Philippe of France, who was famed for his generosity of spirit and his appreciation of the arts. Louis Philippe thrives on excellence, elegance and opulence. Synonymous with premium, international men's fashion, Louis Philippe was launched in India in 1989, and ever since then, the brand has been enjoying the repute of being the leader in formal and quasi-formal wear. Taking cognisance of the evolution of the Indian gentleman and so also his preferences, the brand has constantly innovated and modeled itself to suiting and meeting those requirements and this is what sets Louis Philippe apart as a premium, international men's fashion brand.

**Website** - [www.louisphilippe.com/](http://www.louisphilippe.com/)

**E-Magazine:** [www.thelabel.in](http://www.thelabel.in).

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