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Loyalty is a luxury! Have you come across people who have been beside each other for more than a quarter of a century? Or nearer home someone who has a friend older than a decade? If you have met such people then you are among the lucky few

who still know and have seen first hand what loyalty is!

The Myth - Luxury Loyalty Programs Don't Work. I believe this myth started because luxury brands usually refuse to discount their product. Many loyalty programs allow you to redeem your points for a discount at checkout which is not aligned with a luxury brand's strategy. I would agree that this type of program is not suited for luxury brands ...

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