

Want to earn rewards, life and dress like royalty? Take up the Legacy Lifestyle

- Legacy unveils cash back rewards programme to meet the needs of your lifestyle

If you are familiar with the finer things in life, enjoy spoiling yourself when on holiday, on a shopping trip or simply when dining out or relaxing. Then the new Legacy Lifestyle rewards programme, brought to you by the Legacy Group, is exactly what you need.

Legacy Lifestyle brings together the finest and most exclusive brands in dining, entertainment, spas, fashion, home, art, electronics, fine jewellery, health and beauty, hotels and resorts, as well as a range of speciality suppliers and a number of charities that can benefit from members spending their Legacy Rands.

"Legacy Lifestyle is a rewards programme unlike any other in the local market, there are no blackout dates and no onerous terms and conditions, it is in fact the exact opposite of any loyalty programme you may have joined before," says Mike Rowley, marketing manager of the Legacy Group. "You earn rewards from day one, and every Rand you spend is a Legacy Rand earned that can be spent at a Legacy Lifestyle partner."

You don't need to reach a certain status to start redeeming your rewards, you also don't have to spend your Rands earned at one partner at a similar partner – the sky is the limit when it comes to blowing your Legacy Rands. What's more is that anyone can join, if you feel that your lifestyle matches the Legacy promise, then this is a programme for you and all partners have been carefully selected to deliver on the Legacy promise of being iconic, desirable and sought after.

In addition Legacy Hotels & Resorts has also signed you as a preferred accommodation supplier for South Africa, Madagascar and Namibia. Legacy Lifestyle has also appointed LUX* Island Resorts, formerly known as Naiade, the largest custodian of luxury resorts in the Indian Ocean Islands and Maldives region, as its preferred accommodation partner in these areas.

Earning Rands is even simpler; all that is required is a mobile number and five-digit pin, even if a card has been left at home Rands can be earned. In addition joining the programme is free and customers earn Legacy Rands every time they visit and spend money at a partner, so as an example Rands earned on a game drive can be spend on a luxury clothing item or vice versa. The rewards are limitless and the boundaries infinite and all members have access to preferred rates, specials and upgrades dependant on their status.

"Legacy Lifestyle has been geared to answer one key question – what do our customers really want?" adds Rowley. "We believe we have created something quite special by way of Legacy Lifestyle, and not to sound arrogant but unless you can afford to shop at our partners or stay in the hotels there is no real benefit to join.

The nature of our brands and brand partners combined with the high average basket price of the products, services and offerings is exclusive in itself. However if someone visits a partner store just once and gets rewards as a result and then look to keep coming back, albeit not often, versus a regular visitor or shopper, the rewards are the same. That is the beauty of it – you earn as you spend," he ends.

For more information visit www.legacylifestyle.co.za

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