

# MUSE ميووز

## MUSE CELEBRATES ONE YEAR AND LAUNCH IN SAUDI ARABIA

After the successful launch of Chalhoub Group's Loyalty Programme, MUSE, in the United Arab Emirates and Kuwait, and with more than half a million members – the programme has expanded to the Kingdom of Saudi Arabia, thus truly becoming a regional luxury loyalty programme. MUSE members can collect Points when they shop online or in-stores at participating brands and can redeem their points on shopping sprees or experiential rewards across the UAE, Kuwait and Saudi Arabia.

In line with the ongoing transformation of Saudi Arabia, MUSE promises to make their members' shopping journey fun, rewarding and convenient, all powered through the MUSE app. The launch in KSA expands on Chalhoub Group's commitment to customer centricity and growth within the digital sphere. It's another step toward achieving the Group's digital transformation strategy and engage and connect with its customers on a deeper level.

MUSE unveiled a variety of free and personalised experiential rewards in KSA, aimed at delighting shoppers of the participating brands. Entering this vital market with a big bang – MUSE is here to impress Saudi Arabia with its new-age rewards and become a household name for those who enjoy a luxurious shopping experience.

Patrick Chalhoub, CEO of the Chalhoub Group commented "A year ago, we boldly reimagined loyalty programmes for the luxury sector by offering unparalleled rewards to our customers and mainly exceptional experiential benefit. As a result, we have witnessed exponential increase of members, increased engagement from our customers, additional partner adoption and incremental traction of the program. With the launch of MUSE in Saudi Arabia we are thrilled to demonstrate to our visitors not only the loyalty of our customers but mainly our understanding and loyalty to our members by offering an array of fashion, beauty and lifestyle luxury brands and meaningful experiences to permanently delight them."

MUSE has taken on the goal of engaging with and catering to the luxury Saudi consumers with experiences that are localized and meaningful offering benefits such as early access to sales, members-only events, and styling sessions with influencer stylists to ensure excellence at every tier of membership. With benefits ranging from replenishment on beauty products, virtual shopping consultation via MUSE Concierge, to immersive experiences such as fragrance creation, wellness retreats and luxury staycations, MUSE extends the traditional loyalty programme proposition, and members are guaranteed to be spoilt.

"With MUSE, we have built an exceptional platform that rewards our members loyalty with unique experiential benefits along with a convenient and hassle-free shopping experience. Whilst transactional benefits are still important especially in today's time, loyalty for us is ultimately driven by relationships, and we seek to achieve this by continuing to make our interaction with our members human, empathetic and rewarding." Said Nida Unas, Head of Group Loyalty, Chalhoub Group.

Beyond the transactional value of traditional loyalty programmes, MUSE uses data insights combined with human interactions to bring its members priceless moments. With this in mind – MUSE seeks to be loyal to their members, to celebrate each member and enhance their retail journey with one-of-kind experiences

MUSE celebrates the launch in Saudi Arabia with over 20 brands – own-concepts, Faces and Tanagra, and international brands such as Kenzo, Michael Kors, Tory Burch, Lacoste, Swarovski, L'Occitane, and more. In the near future, MUSE will expand further in the GCC with Bahrain and Qatar in the pipeline.

*Download the MUSE app for free on the [App Store](#) or [Google Play](#) to begin your journey with MUSE.*

*For more information, visit [experience-muse.com](https://experience-muse.com) and follow on Instagram [@experiencemuse](#)*

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## ABOUT MUSE

*“The word MUSE means ‘an artistic or creative source of inspiration’. This inspiration goes two ways: we strive to inspire our members, and we seek inspiration from our members to continuously delight them.”*

MUSE is the latest experiences-led loyalty programme from the region’s leading luxury brand partner, Chalhoub Group. Bringing together a collection of aspirational fashion, beauty and lifestyle brands from across Chalhoub’s retail network in the UAE, Kuwait and Saudi Arabia - MUSE is a loyalty programme unlike any other; taking members on a story of inspiration and providing a world of experiences at their fingertips through the MUSE App. Members of MUSE can: collect and redeem points at more than 40 brands regionally; unlock benefits as they elevate through the tiers; and enjoy a host of experiences tailored to them. Membership is open to anyone aged 18 years and over and can be obtained through the MUSE App, website or through the MUSE Concierge.

## ABOUT CHALHOUB GROUP

The Chalhoub Group is the leading partner for luxury across the Middle East since 1955. As an expert in retail, distribution and marketing services based in Dubai, the Group has become a major player in the beauty, fashion and gift sectors regionally.

By blending its expertise of the Middle East and intimate knowledge of luxury, the Chalhoub Group is building brands in the region by offering service excellence to all its partners and a unique experience to its customers. The Group is moving fast from a traditional distributor and retailer for luxury to a hybrid retailer bringing luxury experiences to the fingertips of customers everywhere.

With a growing workforce of more than 12,000 people, in 14 countries, as well as operating over 700 retail stores, the Group’s success comes from its most valued asset: highly skilled and dedicated teams. Professionalism and passion are what fuel the Chalhoub Group’s competitive edge in today’s market.

By being committed to implementing further sustainable practices into their business, the Chalhoub Group is a member of the United Nations Global Compact Community, signatory of the Women’s Empowerment Principles and was awarded its seventh CSR Label from the Dubai Chamber of Commerce.

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