

## **INDIQUE HAIR LAUNCHES GLOBAL CUSTOMER LOYALTY REWARDS PROGRAM**

*As Part of 10-Year Anniversary, Brand Says Thank You to Devoted Clientele*

**NEW YORK, NY (August 2017)** – In celebration of its 10-year anniversary, premium hair extension brand Indique today announced the global launch of [Indique Rewards](#). This new point-based loyalty program allows clients to earn benefits for purchasing, referring friends, interacting with Indique’s social media channels and more.

“Being in business for a decade is an incredible milestone that we certainly couldn’t have accomplished without our devoted patrons,” said Indique Co-Founder and Creative Director Ericka Dotson. “This is a small way for us to say ‘thank you for your continued support’ with a system that is easy and accessible to clients. Given how our clientele already interact with our brand, Indique Rewards offers them an organic way to benefit from what they already do day-to-day.”

Indique Rewards is a tiered system, offering consumers three levels at which to participate: Premium, Premium Plus and Premium Elite. Clients sign up at the Premium level for free and enjoy varied levels of perks – including automated birthday rewards and offers, as well as an increase on the length of time on Indique Hair returns and exchanges.

Based on the number of points they accumulate in a 12-month period, customers can also access enhanced benefits at the Premium Plus and Premium Elite levels, opening opportunities to rewards such as free shipping on products and access to exclusive promotions. In addition to accumulating points based on Indique product purchases and social media engagement with the brand’s Facebook, Instagram and Twitter accounts, customer referrals are a significant part of the Indique Rewards program. Participants can send a 10 percent discount code to friends and family. If the referred customer redeems the discount, and meets the minimum purchase requirements, the Rewards participant will receive 500 loyalty points.

Existing Indique Partner Stylists are also eligible for the Rewards program. It is free to join, and stylists receive a special gift on the anniversary of their Partner Stylist membership, extensions on returns and exchanges, discounts on Indique Hair Care Essentials, and access to exclusive promotions.

### **ABOUT INDIQUE**

With a winning combination of hair experts and stylists, and more than 30 years of industry experience, Indique Hair International provides 100 percent virgin human hair that is natural and of the highest quality. With an impressive client base that consists of Lady Gaga, Kelly Rowland, Lala Vasquez, Gabrielle Union, Rihanna, Ciara, Taraji P. Henson, Brandy, Zendaya and more, Indique Hair's unique Indian virgin and natural human hair extensions are lustrous and tangle free.

Indique Hair is the only company that produces hair extensions at the source, with headquarters in India. Indique Hair has 18 freestanding boutiques in metro New York, Philadelphia, Atlanta, Chicago, Los Angeles, Dallas, Miami, Boston, Silver Spring, Angola, Johannesburg and more.

[www.indiquehair.com](http://www.indiquehair.com)

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