

D'ORÉ loyalty programme launch

D'ORÉ, the multi-brand fashion house officially launched its new Loyalty Programme in celebration of its 1st birthday this month.













Called D'ORÉ PRIVÉ the Loyalty Programme which offers a personalised shopping experience amongst other things, fortifies the brand's reputation as the most exclusive luxury shopping experience of its kind in Africa, putting it in line with the most renowned luxury department stores in the world.

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