



ARMITRON[®]

Quartz Club

Loyalty Rewards Program

ARMITRON®

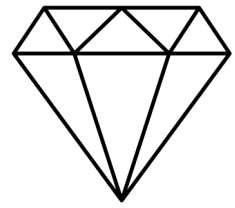
The Name

*All of our watches are made with Japanese Quartz movements.
The name is a reminder of the high quality materials and
mechanics that our watches are made with.*

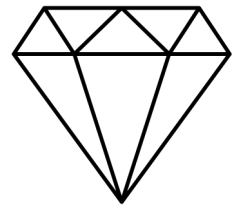
A detailed close-up of a mechanical watch movement, showing various gears, jewels, and metal components. The text "Club Benefits" is overlaid in the center.

Club Benefits

Who gets to join?



Repurpose our existing "loyalty" list for this program



Think about tiered program, top tier is determined based on spend with brand



What do members get?

- Free repairs at partner jewelers & at our showrooms at x, y, z locations
- Exclusive discounts & rewards
- Rewards for your birthday and special occasions
- Join our co-creation lab to help us decide what watches we make
- Exclusive / VIP events

A detailed close-up of a mechanical watch movement, showing various gears, jewels, and metal components. The text "Logistics & Roadmap" is overlaid in the center.

Logistics & Roadmap

Setting up a rewards program

- Build out in Yotpo:

<https://www.yotpo.com/platform/loyalty/>