

Frequently Asked Questions - Encore Loyalty

How is Brown Thomas Loyalty changing?

Brown Thomas Loyalty has a new name - **ENCORE LOYALTY**. Brown Thomas operates a joint Loyalty programme with Arnotts. This new name brings together the Brown Thomas Loyalty and the Arnotts Wonder Card programme under a new brand, Encore Loyalty. You can continue to enjoy all the great benefits of the programme across both Brown Thomas and Arnotts, including also collecting and spending points when shopping Arnotts Henry Street, online at arnotts.ie and on the Arnotts App.

Can I use my Brown Thomas Loyalty Card in the same way?

Your Brown Thomas loyalty card will work as normal to collect and spend points in Brown Thomas and Arnotts. If you use a digital Loyalty card, this will be updated to the new Encore Loyalty card on the App on your mobile phone. If you would like to replace your physical Brown Thomas physical card with a new Encore Loyalty card, you can do this at the Concierge desk in-store. However, the most convenient way to get a new Encore Loyalty card is to Download the Brown Thomas App and you will get a digital Loyalty card that you can use in-store.

Will my Loyalty Card number change?

You can continue to use your existing Brown Thomas Loyalty card as usual.

If you use a digital loyalty card on your App, this will automatically be updated with the new Encore Loyalty brand on the App. Remember to log in to see your Loyalty account on the App. If you have an online account, your loyalty card will also automatically be updated with the new Encore brand.

How do I get a digital Encore Loyalty card?

Go to the Google Play Store or Apple App Store and search for the Brown Thomas App. Download the App and follow the instructions to create an account and select 'Join Loyalty'.

If you have a physical Loyalty card, you can add this number on the App and it will be linked to your account. If you are joining Encore Loyalty for the first time, select 'Join Loyalty' and a new digital card will be created for you.

I also have an Arnotts Wonder Card, does that still work?

Both Arnotts Wonder cards and Brown Thomas Loyalty cards are still valid loyalty cards and either card works in any store and online. If you use a digital loyalty card for Brown Thomas and/or for Arnotts, this card will automatically be updated with the new Encore Loyalty brand on your App.

How do I earn points in Arnotts stores?

Easy, simply present the digital loyalty card on the Brown Thomas or Arnotts App, or your plastic loyalty card in store to earn points. Any points earned with Arnotts will be added to your loyalty account. Your online Loyalty account will show the total points earned with both Brown Thomas and Arnotts. If you do not currently use a digital loyalty card, simply download the Brown Thomas App to your mobile phone and follow the instructions to add your loyalty card. Visit Google Play store or Apple App Store and search for the Brown Thomas App.

How do I earn points if I'm shopping online at arnotts.ie?

You can earn points online at Arnotts.ie or on the Arnotts app with your Encore Loyalty card. If you already have an Arnotts online account and you are also a member of the Arnotts loyalty programme, you do not need to do anything. If you do not have an online account, you can create an account and then add your loyalty card to your account to earn points. If you already have an online account with brownthomas.com and want to create an arnotts.ie account, use the same email address for both accounts and your Loyalty membership will automatically be linked to both online accounts.

How will loyalty tiers be affected by the change?

The current tiers have been renamed. Black is now called Patron, Black Plus is now called Premium and Platinum remains Platinum. Loyalty tiers are not affected in any other way, spend thresholds remain the same. We will inform you about your new tier name by email and you will also see your tier name updated on your online account and on the App.

Can I get the tier benefits at Arnotts too?

Yes, you can also enjoy tier benefits at Arnotts. For example, as a Platinum customer you will earn 2 points for every €1 you spend in the Arnotts store and on arnotts.ie. You will also enjoy complimentary tea or coffee when you dine at participating Arnotts restaurants.

I am an existing Platinum member, will I get a new card?

Yes, Platinum members will receive a new Encore Platinum card, by post in due course. Your existing Platinum card still works as normal in the meantime.

I have a Brown Thomas 'Encore Rewards' credit card, is it affected by this change?

No. Your Brown Thomas credit card is unaffected by this change. You can still use your Brown Thomas credit card as normal to earn Encore Rewards points, that are sent to you on a quarterly basis in the form of a gift card. The Encore Loyalty programme is the new name for the Loyalty programme operated by Brown Thomas and Arnotts.