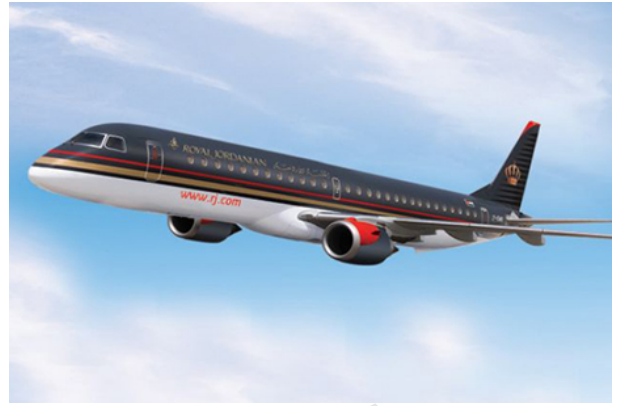


Royal Jordanian VIP members granted access to exclusive luxury goods

Top tier members of Royal Jordanian Airlines' Royal Club loyalty scheme can now unlock discounts on coveted luxury labels such as Gucci, Dior and Bulgari.

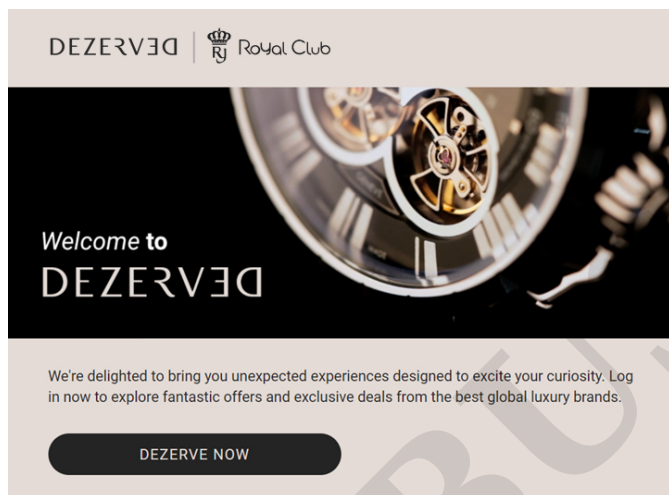
Royal Club joins Lufthansa's Miles & More as the second airline loyalty programme to collaborate with the luxury invite-only platform Dezerved.

High-net worth individuals that hold Platinum Hawk and Gold Sparrow memberships can also benefit from time-limited offers from new concept and luxury heritage brands plus a 'curated selection of elite experiences', says the airline.



Source: RJ.com.

Royal Jordanian, which launched in 1963 and celebrated its 58th anniversary in 2021, is developing an existing partnership with points and miles innovator Loylogic, which launched Dezerved in 2021.



PRE-EXISTING PARTNERSHIP

Currently, the national carrier uses Loylogic's Pointshub and Pointspay solutions.

Yola Isaac, Head of Frequent Flyer Department at Royal Jordanian, said: We are delighted to be launching this exclusive luxury invite-only platform at the time Royal Jordanian marks its 58th Anniversary.

Adding Dezerved to our offering, in addition to the existing Pointshub and Pointspay programmes, provides our members with the ultimate rewards experience to suit all customers, at every level.

With Dezerved we are now able to provide our most loyal customers an exclusive experience with the finest offers from an impressive selection of luxury products and brands that we are sure they will enjoy.

Dominic Hofer, CEO at Dezerved, said: We are very pleased to extend our relationship with Royal Jordanian and delighted that they are now partnered with all three of Loylogic's solutions.

Royal Jordanian VIP members granted access to exclusive luxury goods

DEZERV3D

 Royal Club

LOG IN

SIGN UP

Royal Club membership number

Royal Club password

Forgot Password?

☐ Get our exclusive offers by email. No worries, you can unsubscribe at any time.

SIGN UP

By signing up you agree to the Dezerved [Terms & Conditions](#), and to the transfer of data between your loyalty program and Dezerved.

[Change Program](#)

EN

FOR BRANDS

FOR PROGRAMS

ABOUT DEZERVED

Customer Support

Terms & Conditions

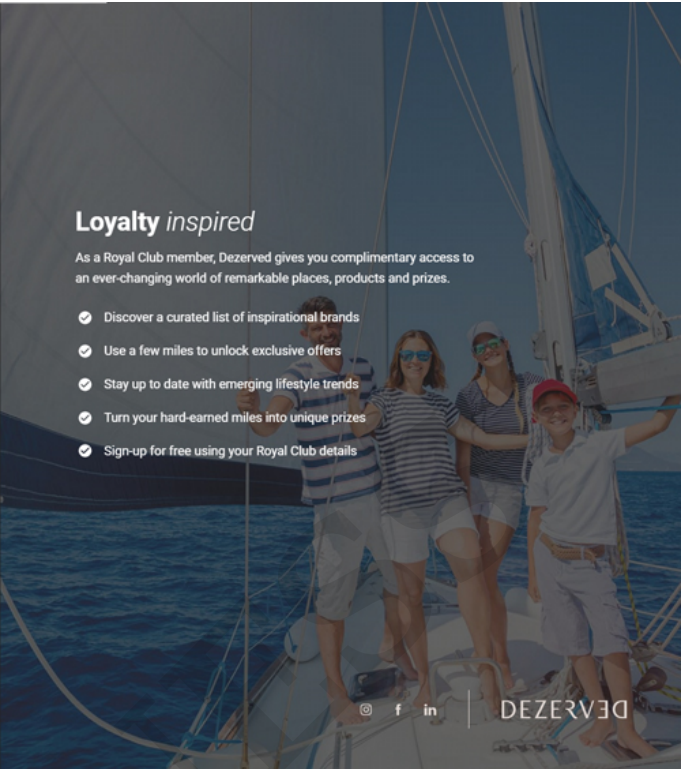
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Loyalty inspired

As a Royal Club member, Dezerved gives you complimentary access to an ever-changing world of remarkable places, products and prizes.

- Discover a curated list of inspirational brands
- Use a few miles to unlock exclusive offers
- Stay up to date with emerging lifestyle trends
- Turn your hard-earned miles into unique prizes
- Sign-up for free using your Royal Club details





DEZERV3D

Dezerved will provide their Royal Club Gold Sparrow and Platinum Hawk members with a new, innovative way to engage with their miles, and will allow Royal Jordanian to provide those most loyal members with the ultimate luxury customer experience. We hope that Royal Jordanian's top-tier members will be excited by the exclusive offerings on our platform.