

# House Of Fashions Launches 'Fashion First' Loyalty Card

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**House of Fashions launched its 'Fashion First' Loyalty Card that promises royal treatment for their valued customers. The event commenced with the symbolic presentations of Loyalty Cards to VIP customers who were present at the occasion. Customers who possess the House of Fashions Passport can upgrade to the Loyalty Card while other customers can register with a minimum bill of 15,000 rupees. Cardholders can avail of a host of benefits including exclusive use of the Coffee Lounge, priority parking and priority cashier counter.**

