

Nations Trust Bank Launches Wardrobe Campaign For American Express Card Members

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American Express – the credit card acquired and issued solely by Nations Trust Bank announced the launch of the Wardrobe Campaign, especially for the festive season.

American Express in exclusive partnerships with some of Colombo's finest clothing stores will reward its card members to indulge in some retail therapy. During this period until May 31, 2009 American Express will offer each of the seven lucky shoppers the opportunity to win Rs 50,000 worth of clothing.

The Wardrobe includes the country's most premier shopping destinations such as ODEL, Hameedia, Cotton Collection, Leather Collection, Raymond, Adidas as well as No Limit, Glitz, Dillys and Carlo and many others.

Card members simply need to use their American Express Card for purchases at the selected retail stores and automatically become eligible for the prize. Commenting on this, Lewie Diasz, Chief Manager Cards and Consumer Assets at Nations Trust Bank said, "We are delighted to bring back once more this hugely popular offer to our valued card members. We are certain this exciting proposition from American Express is bound to be a timely treat to all our valued card members during the festive season. We are delighted to partner with the premium life style clothing and department stores in the country in introducing this novel value addition once again to our membership privileges."

American Express card members can shop islandwide at partner clothing stores located in the Colombo City and from Kohuwela to Ratmalana, and Ja-ela to Nugegoda. Each purchase increases the card member's chance of winning, with seven lucky winners selected by way of a draw by May 2009, each walking away with Rs 50,000 worth of merchandise.