



DSW Reimagines Loyalty with a New VIP Program to Offer “Rewards at the Ready”

The updated and upgraded program gives customers more flexibility, faster rewards and personalized perks that make every purchase more rewarding.

COLUMBUS, Ohio | September 15th, 2026 — Leading branded footwear and accessories retailer **Designer Shoe Warehouse (DSW)** is redefining customer loyalty with the launch of their redesigned program, crafted for today's footwear shopper. Built to deliver more flexibility, more value, and tailored surprises and benefits— the updated VIP program makes it easier than ever for members to earn rewards on every purchase and redeem them however they choose.

DSW is delivering more value and flexibility to its most loyal customers. Centered around the promise "Rewards at the Ready," DSW is giving members more control over how and when they redeem their rewards. By removing auto-issued rewards, members can choose when to redeem their points, creating a more flexible and personalized loyalty experience. Rewards are now easier to earn and redeem, giving members more opportunities to unlock value with every purchase.

The new VIP experience introduces a more modern, customer-first approach to loyalty, one that goes beyond discounts to create an experience that feels personalized, seamless, and rewarding at every step of the shopper's journey.

A Loyalty Experience Built for Today's Shoppers

"Our members told us they wanted a loyalty program that felt more personal and connected to how they shopped," said Paige Sheedy, VP Retail Growth Marketing, DSW. "Their feedback directly went into how we built this new VIP experience— from the flexibility of earning and redeeming rewards to unlocking fun surprises along the way with our MyPerk Drops. Our VIP program makes being a loyal DSW customer a valuable and memorable experience that expands beyond the sheer joy of new shoes."

With “Rewards at the Ready”, the new VIP Program increases loyalty members frequency and lifetime value through five core principles:

- Flexibility that gives members more freedom in how they earn and redeem rewards
- Exclusive value with access to member-only offers and experiences
- Surprises through “MyPerk Drops”
- Convenience first with an easier, more seamless rewards experience both in app and online
- Elevated in-person experiences that recognize and reward loyal customers



Three Tiers. More Ways to Be Rewarded.

The redesigned VIP program introduces three membership levels that unlock increasing benefits as customers shop.

Club

Free to join, Club members receive:

- 5 points for every \$1 spent
- Rewards on every purchase
- Free shipping
- Birthday Bonus Reward
- Special offers & exclusives
- Surprise MyPerk Drops
- Extra points for donating shoes

Gold

Unlocked after \$250 in annual spend, Gold members receive everything in Club, plus:

- Earn rewards twice as fast with 10 points per \$1
- Early access to exclusive offers and promotions
- Exclusive, Gold specific *MyPerk Drops*

Elite

Unlocked after \$500 in annual spend, Elite members receive everything in Club and Gold, plus:

- Earn rewards three times faster with 15 points per \$1
- 1 Complimentary IMBOX shoe protection treatment
- First access to exclusive launches and offers
- Exclusive, Elite specific *MyPerk Drops*

Surprises Around Every Corner

To celebrate the launch of the updated VIP Program, DSW is celebrating big both online and in-store with several member-centered activations.

Beginning September 15, VIP members will receive an exclusive gift with purchase in stores, followed by a VIP celebration in all stores on September 19 and September 26. DSW will promote the program via an interactive game for customers and a targeted, multi-channel marketing campaign across digital, social, email, and in-store touchpoints, helping customers discover and engage with the new VIP experience.

“The ability to earn rewards with every purchase and redeem them on anything at any time is what sets DSW apart from other programs,” said Sheedy.

The redesigned VIP program launches nationwide on September 15, with Rewards at the Ready. It is free to join at all DSW stores and on DSW.com.



###

Press Contact:

Henry Kessler | henry@agencypr.com, 212.924.2276

Conner Wynn | conner@agencypr.com, 212.924.2276

ABOUT DSW DESIGNER SHOE WAREHOUSE

Founded in 1991, DSW Designer Shoe Warehouse is a leading branded footwear and accessories retailer offering a wide selection of dress, casual and athletic footwear and accessories for women, men and kids. DSW believes shoe shopping should be easy and fun, and the joy of discovering something surprising on its shelves helps people find something surprising in themselves. DSW operates approximately 523 stores in the U.S. and Canada and offers shoppers an award-winning omnichannel shopping experience. DSW is the flagship retail brand of Designer Brands Inc., one of North America's largest designers, producers and retailers of footwear and accessories. For more information, visit www.dsw.com.