

Best of both worlds as Citibank partners Virgin

Relaunched Lifestyle credit card to give banking giant's clients access to exclusive music offers

By SUZANNE FENTON
Staff Reporter

Dubai Entertain yourself. This is the message Citibank will be communicating to its customers after joining hands with music and entertainment giant Virgin Megastore.

Through the partnership, Citibank customers are set to enjoy concerts, exclusive offers and other events, with more surprises coming in the future, according to Nisreen Shocair, president of Virgin Middle East, and William Keliehor, the cards division head for Middle East, Africa and Pakistan at Citibank.

"People in the UAE are sophisticated enough to (want) our entertainment offers and... Citibank cus-



HADRIAN HERNANDEZ/Gulf News

'It's a deal'

Nisreen Shocair and William Keliehor announce a strategic partnership to bring a host of exciting promotions at Virgin stores exclusively for Citibank's clients.

tomers will have 10 per cent off any of our core products," Nisreen said during the announcement

at the Virgin Megastore in Mall of the Emirates.

Citibank-branded kiosks will also be set up

at the main Virgin stores across the UAE, with touch screen computers to tempt people to sign up for the relaunched Citibank Lifestyle credit card.

Credit limit

The credit card offers a credit limit of up to Dh150,000 and targets young professionals.

The card will allow exclusive discounts on music, videos, books, gifts and merchandise at Virgin stores.

Keliehor said that this new product, through the bank's new partnership with Virgin, exemplified the personality of the card itself, which is to "entertain yourself."

There are currently 13 Virgin Megastores in the Middle East.