NEWS RELEASE

Introducing Perigold Insider, an Elevated Loyalty Program Designed for Luxury Home

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Members receive 10% back in rewards on eligible purchases, a distinctive benefit for luxury home shoppers

BOSTON, Oct. 14, 2026 /PRNewswire/ -- **Perigold**, the destination for luxury home, today announced the launch of Perigold Insider, a loyalty program offering 10% back in rewards on eligible purchases. The launch marks a deliberate step in the next phase of the brand's growth: building lasting relationships with discerning customers seeking access to the industry's best selection of designer brands and styles.

The launch comes amid continued strength in luxury spending and as Perigold builds significant momentum, growing more than 35% in the second quarter of 2026. With customers continuing to invest in high-quality, design-led pieces for their homes, Perigold Insider is designed to deepen relationships with customers, encourage repeat engagement and help Perigold capture a greater share of high-consideration home projects.

"Perigold's ambition is to be the number one destination for luxury home, and building a loyal community of engaged customers is central to that goal," said Rebecca Ginns, general manager of Perigold. "Perigold is unique in that it brings together a curated collection of luxury designer brands across every style, backed by the expertise and service customers need to bring their vision to life. Perigold Insider gives them another compelling reason to return and engage with us, making every purchase more rewarding."

Perigold Insider is a membership program available for $175 per year. Benefits include:

- 10% back in rewards on eligible merchandise purchases across Perigold, online or in-person at Perigold stores Houston and West Palm Beach, redeemable toward future Perigold purchases

- Rewards that remain available as long as a member's membership is active
- Free shipping* with no minimums
- Prioritized members-only support offering faster and more personalized service
- Exclusive member-only perks, including early access to select sales

The Insider program is designed to support Perigold's growing community of design-minded customers, new movers and project shoppers, as well as customers undertaking larger, multi-room home projects. Members can choose when and how to use their rewards while enjoying a more valuable and enhanced relationship with the Perigold brand.

To learn more and to enroll, please visit **perigold.com/perigold-insider**.

*Restrictions apply. Please see full terms **here**.

About Perigold

Perigold is the destination for luxury home. Established in 2017, Perigold offers an unmatched selection of the world's best design brands, with unique pieces for every style and space. The brand offers the highest quality pieces for home, backed by a quality guarantee and expert concierge support. Headquartered in Boston, Massachusetts, Perigold is part of the Wayfair Inc. (NYSE: W) brand portfolio. For more information on Perigold, please visit **www.perigold.com** and follow @perigold on **Instagram**, **Facebook** and **Pinterest**.

Media Contact:

Perigold PR
PR@wayfair.com

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