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# Catbird Deploys GiftNow to Enhance Digital Gifting this Holiday Season

## Loop Commerce, a Synchrony Solution, Enables New York Jewelry Company to Streamline and Personalize the Gifting Experience

MOUNTAIN VIEW, Calif., Nov. 24, 2020 /PRNewswire/ --[Loop Commerce](#) today announced that New York-based jewelry designer and retailer Catbird implemented the [GiftNow® solution](#) to supplement its end-to-end digital gifting efforts for their jewelry products and gift cards in time for the winter holiday season.



Gifting jewelry can be extremely challenging and time consuming for shoppers when evaluating, customizing and personalizing pieces for the gift recipient. With stores not at full capacity, limited merchandise in displays and shifting store hours, digital gifting can be an invaluable tool to streamline the experience and support last-minute gifters by digitally delivering gifts within seconds of the purchase.

"We founded Catbird to bring joy to our customers, help them select the most special pieces and create a truly personalized shopping experience. We are focused on expanding our online gifting and wanted a technology partner who could keep those attributes intact through digital gifting; that is why Loop Commerce was such a strong fit for us," said Rony Vardi, founder of Catbird. "GiftNow elevates our virtual styling and gifting service by enabling digital product gifting and providing digital gift cards that meet our customers' needs. It also enables the same shopping experience they've come to expect in our physical storefronts."

Catbird is a purpose-led producer and retailer of handmade jewelry based in Brooklyn, N.Y. with three physical stores in New York City. The company works with independent designers globally to bring unique pieces to its customers. Catbird manufactures its own line of unique jewelry offerings in its Brooklyn studio using ethically sourced gold and conflict-free stones. Catbird is a member of [CFDA](#) and [No Dirty Gold](#).

"Shopping for and gifting jewelry is an innately personalized experience, but with more customers embracing digital storefronts, jewelers are stepping up to make the experience more special even when the gifter may not know the recipient's desired color or styles and the specific piece to purchase," said Jennifer Muller, Chief Marketing Officer, Loop Commerce, a Synchrony Solution. "Digital gift cards and digital product gifting must elicit the

same positive value and emotional response as would personally delivering a piece of jewelry, which may not be possible this holiday season. And, GiftNow enables these outcomes on a consistent basis, not just for the holiday season, but year-round."

GiftNow is an intuitive Gift Experience Management™ (GXM) platform that manages all facets of gifting operations from gift card enablement to gifting curation and personalized gift delivery. With GiftNow, gifters can send personalized digital gifts and gift cards in seconds via email and text, and recipients can exchange or modify their items before they ship. The GiftNow platform has also expanded its set of capabilities to enable gift card promotional programs, including Buy-One-Get-One (BOGO) or Give-One-Get-One card promotions.

To learn more about the GiftNow solution, visit <https://www.giftnow.com>.

### **About Catbird Jewelry**

In addition to working with some of the world's most exciting jewelry designers, Catbird designs and manufactures its own Catbird line. Our mission is to make beautiful, sparkling jewelry that will bring you joy now through forever. We believe that even very special jewelry can be worn everyday. We work in our Brooklyn studio with ethically sourced gold and all stones are conflict-free. Catbird is a proud member of the CFDA, is certified Made in New York™ and is a member of No Dirty Gold.

For more information, please visit <https://www.catbirdnyc.com/>.

### **About Loop Commerce**

GiftNow, from Synchrony's Loop Commerce, is a holistic Gift Experience Management™ (GXM) solution that takes the friction out of gifting. With GiftNow's purpose-built GXM platform, gifters can send personalized digital gifts and gift cards in seconds via email or text. Recipients can exchange or modify the gift on their device before it ships. GiftNow enables memorable experiences that benefit gift givers and recipients, as well as corporate gifting programs, premium specialty and department retailers, and direct to consumer brands.

For more information, please visit [giftnow.com](https://www.giftnow.com)

### **About Synchrony**

Synchrony (NYSE: SYF) is a premier consumer financial services company. We deliver a wide range of specialized financing programs, as well as innovative consumer banking products, across key industries including digital, retail, home, auto, travel, health and pet. Synchrony enables our partners to grow sales and loyalty with consumers. We are one of the largest issuers of private label credit cards in the United States; we also offer co-branded products, installment loans and consumer financing products for small- and medium-sized businesses, as well as healthcare providers.

Synchrony is changing what's possible through our digital capabilities, deep industry expertise, actionable data insights, frictionless customer experience and customized financing solutions.

For more information, visit [www.synchrony.com](https://www.synchrony.com) and Twitter: [@Synchrony](https://twitter.com/Synchrony)

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