



AMERICAN EAGLE

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*aerie*<sup>®</sup>

**UNIVERSITY DISCOUNT PROGRAM**

**Egypt**



# OFFER DETAILS

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Offer Message: Exclusive University discounts! Extra 10% off on everything.

## General Terms & Conditions :

- This offer is valid to all enrolled students & staff of the *MSA University in Egypt*.
- This offer is redeemable across all American Eagle & Aerie stand-alone stores & online in Egypt.
- This offer cannot be used in conjunction with other offers i.e. bank discount, Alshaya blue card, Aura offer, etc.
- This offer is valid on American Eagle & Aerie full-price and promotional items.
- The offer is valid on multiple transactions.
- The offer is valid from August 15, 2024 - June 30, 2025.
- The offer cannot be exchanged for cash.

## How to redeem in-store?

- University Students & Staff must present their School Identification Card upon payment transaction
- The Store Team must follow the Payment Transaction SOP provided by the Brand Marketing Team.

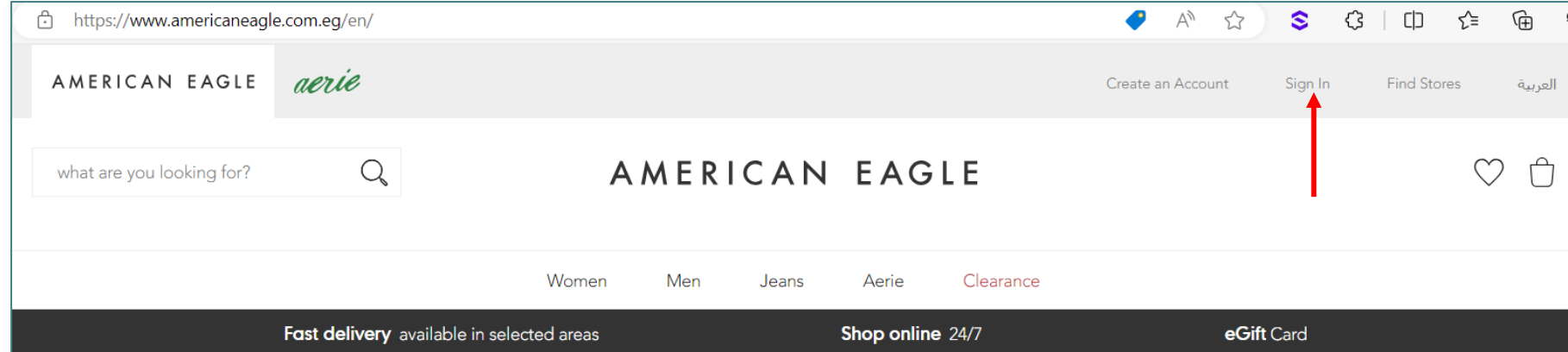
## How to redeem online?

- University Students/Staff must sign up using their University email address.

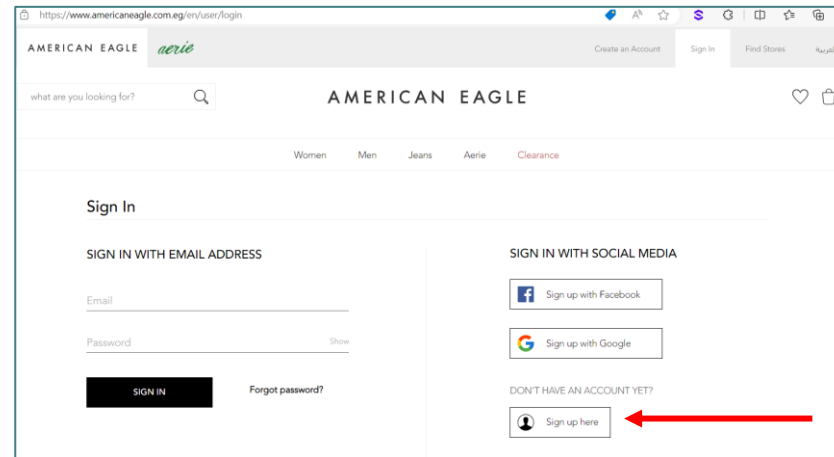
# **ONLINE OPERATING PROCEDURE**

# HOW TO CREATE AN AMERICAN EAGLE/AERIE ONLINE ACCOUNT?

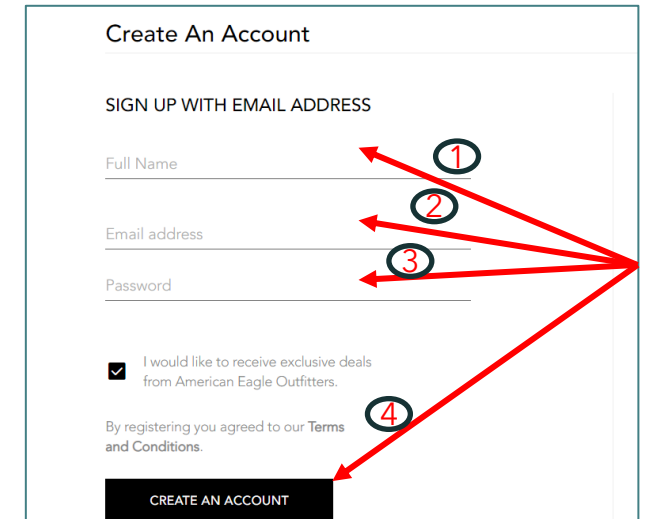
**Step 1 :** Visit the American Eagle website or download the App and click the 'Sign In ' button at the top right corner of the page.



**Step 2 :** Upon clicking the 'Sign In', a new landing page will appear to click the "Sign Up here" button

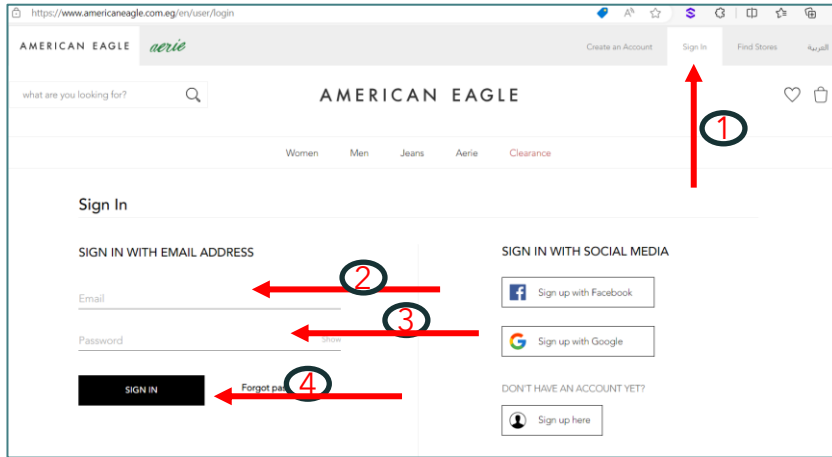


**Step 3 :** Once you click the Sign-up button, the user can create an account by adding the User Name, University Email address (this is a necessary requirement), and Password. Then, click the 'Create an Account'.

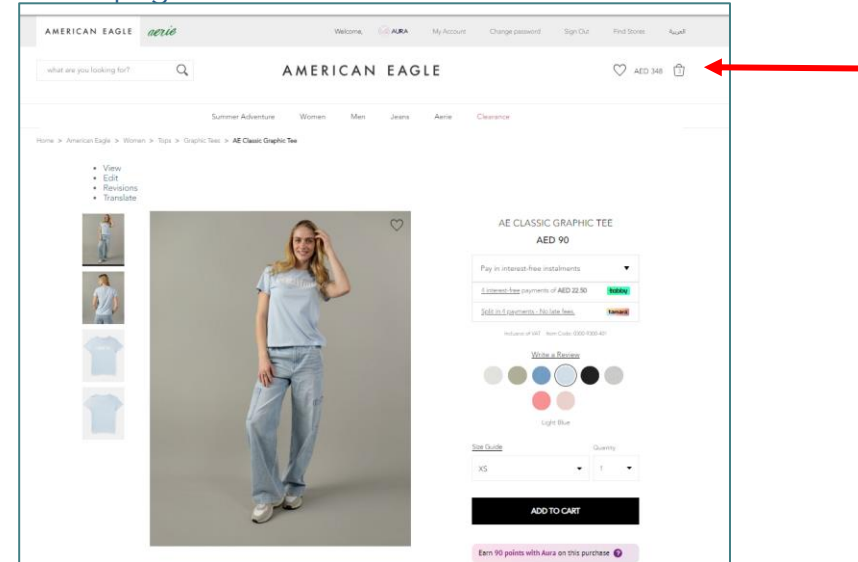


# HOW TO REDEEM THE EXTRA 10% DISCOUNT CODE ONLINE?

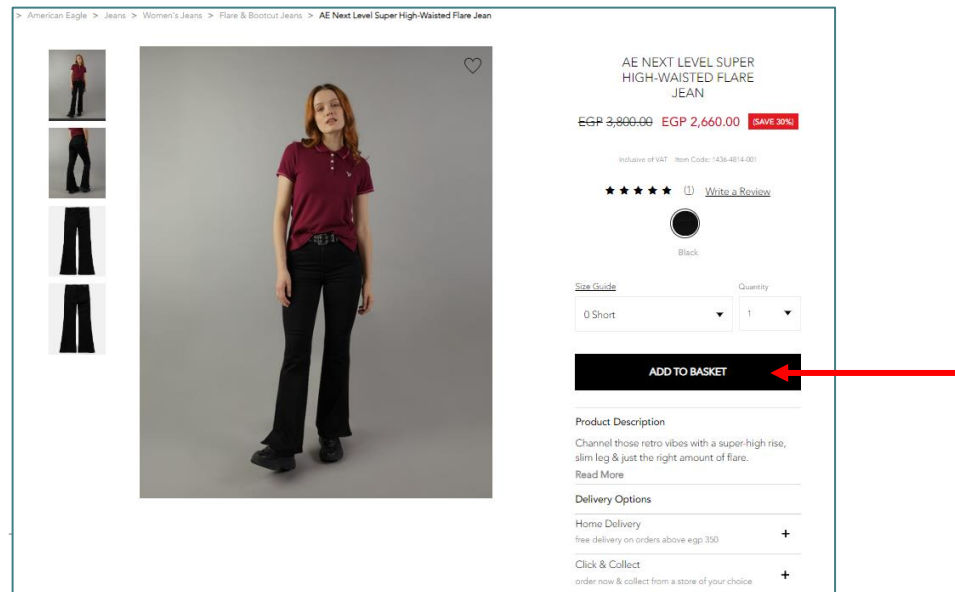
**Step 1 :** Sign in on the American Eagle/Aerie Website or App.  
Note: The user must use the account with the University email address.



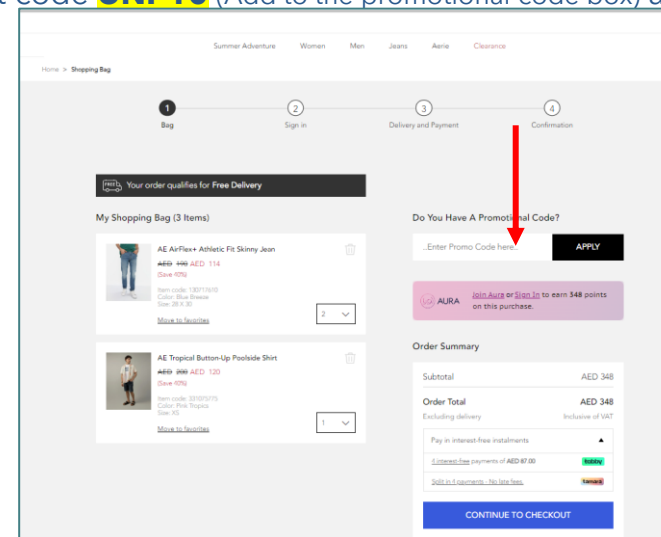
**Step 3:** Once you finish adding the items to the Basket, click the 'Basket Icon' located at the top right corner of the page.



**Step 2 :** Choose & add the items you loved to the Basket



**Step 4:** By clicking the Basket Icon, the user will be directed to the order summary page. Apply the University discount code **UNI-10** (Add to the promotional code box) and complete the order payment.



## Notes:

- The user must meet the minimum EGP350 spend to avail of the free delivery.
- The University's extra 10% discount is not applicable on the delivery fee and VAT.

# **FREQUENTLY ASKED QUESTIONS**

# FAQs

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1. Can this offer be used in conjunction with any other Brand Promotions & SALE?

- Yes, this is a Transactional level campaign. The extra 10% will be applied during customer check-out/ payment (total receipt).

2. Can a customer avail of the University 10% discount + Bank or Aura offers in the same transaction?

- No, the customer must choose 1x exclusive discount to be applied to the total receipt.

3. Can a customer avail of the extra 10% discount if she/he is a relative of the University student/staff?

- the extra 10% discount can be availed if the owner of the University Identification card is present during the transaction period at the store.

- for online shopping, customers must use the University student/staff email address & apply the discount code.

4. Can a customer avail the extra 10% off multiple times?

- Yes, the University students and staff may enjoy this offer multiple times, the more they shop in-store or online, the more they can enjoy the discount.

5. Is the 10% offer available in stores & online?

- Yes

6. Can a customer avail of the extra 10% off inside Debenhams Concessions?

- No, the extra 10% off is valid at the :

\*American Eagle standalone stores <https://www.alshaya.com/en/brand/american-eagle/egypt/>

& online <https://www.americaneagle.com.eg/en/>

\*Aerie Online <https://www.americaneagle.com.eg/en/aerie/>

**THANK YOU!**