

A NIGHT TO REMEMBER

Diners Club's 75th Anniversary in Times Square

Diners Club marked its 75th anniversary with a dazzling celebration in New York's Times Square – returning to the city where it all began. This photo essay captures the spirit of the evening, honouring the brand's pioneering legacy while spotlighting its continued impact on global dining, travel, and philanthropy.

What began with a forgotten wallet in 1950 became the spark that ignited a global financial revolution. Seventy-five years later, Diners Club returned to its spiritual birthplace – New York City – for an anniversary celebration as bold as the brand itself.

On a crisp May evening, Times Square became the stage for a luminous tribute to the world's first charge card. Under the neon canopy of Manhattan's most iconic crossroads, Clubmembers, executives, media, and guests gathered to mark the occasion in true Diners Club style: elegant, memorable, and forward-looking.

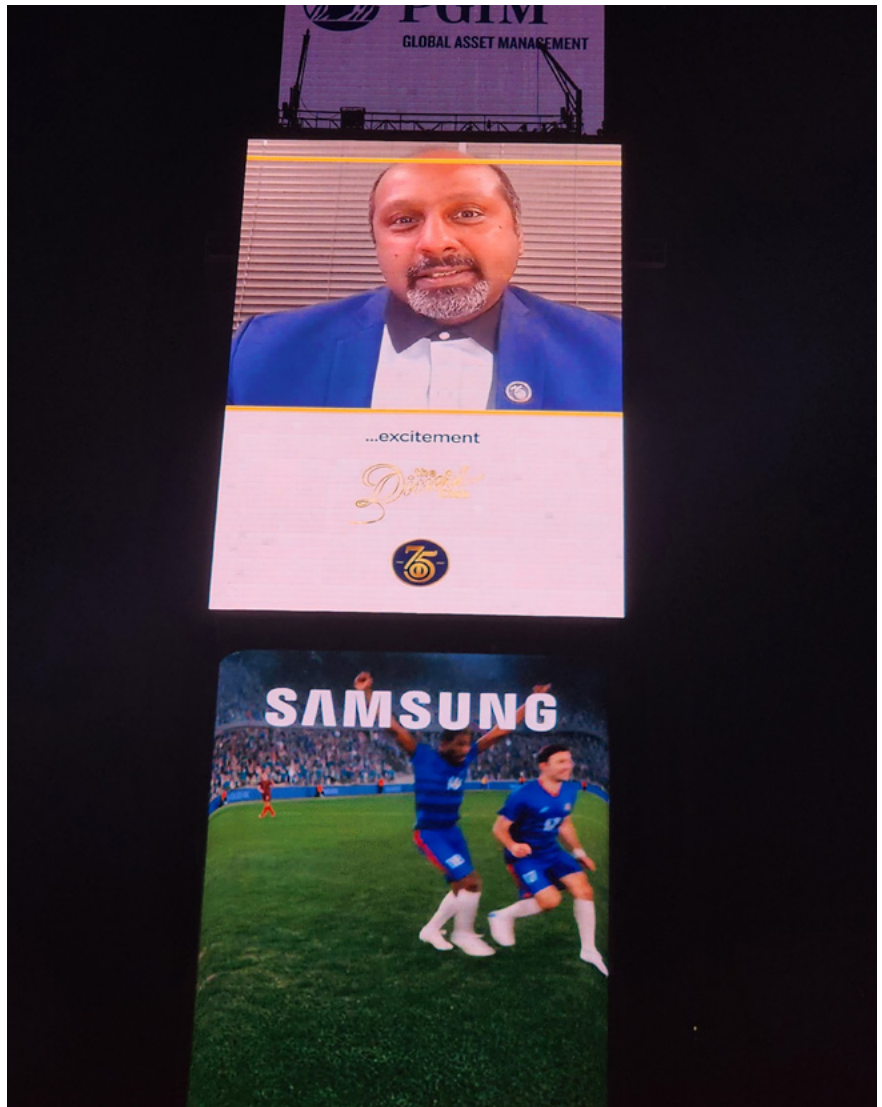
This issue of *Signature* presents a visual record of that night – a curated photo essay capturing the energy, symbolism, and human stories behind the celebration. From group portraits

backdropped by 75th-anniversary billboards, to toasts raised over skyline views, the images speak not only to where Diners Club has been but to where it's going.

Over the past seven decades, Diners Club has done more than pioneer the charge card; it has helped define premium travel, dining, and lifestyle experiences. Today, it spans more than 200 countries, partnering with over 55 global issuers and supporting millions of merchants. But while scale matters, legacy is about more than numbers.

True to its values, the 75th anniversary also doubled as a day of giving. For every qualifying purchase made on 7 May 2025, Diners Club donated a meal through World Central Kitchen, raising an impressive \$750,000 for hunger relief initiatives around the globe. It's a powerful reminder that progress and purpose can coexist. ⑩





*75th Anniversary Gala
Dinner in New York*



*Diners Club
Representatives from
Across the Globe in
Times Square*





