

MOBILE

Chaumet assists consumer research with bridal themed mobile app

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Landing page of Chaumet's Marriage app

By SARAH JONES

French jeweler Chaumet is adding a digital touchpoint for consumers shopping for engagement and wedding rings with a new iOS mobile application dedicated to weddings pieces.

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Luxury Daily

Chaumet Marriage lets consumers browse the collections of rings and other ceremony essentials and also educates on the house's history of marital jewels. These are pieces that consumers contemplate heavily before purchasing, so making research easily accessible on a phone or tablet will help Chaumet reach those planning a wedding.

"Research often starts on the tablet or smartphone," said [Jeff Hasen](#) a mobile marketing strategist from Seattle. "Wedding rings are no exception.

"For many, given the exclusivity and price of the collection, wearing this jewelry is more dream than reality," he said. "This one begs for augmented reality so the experience can be even more personalized."

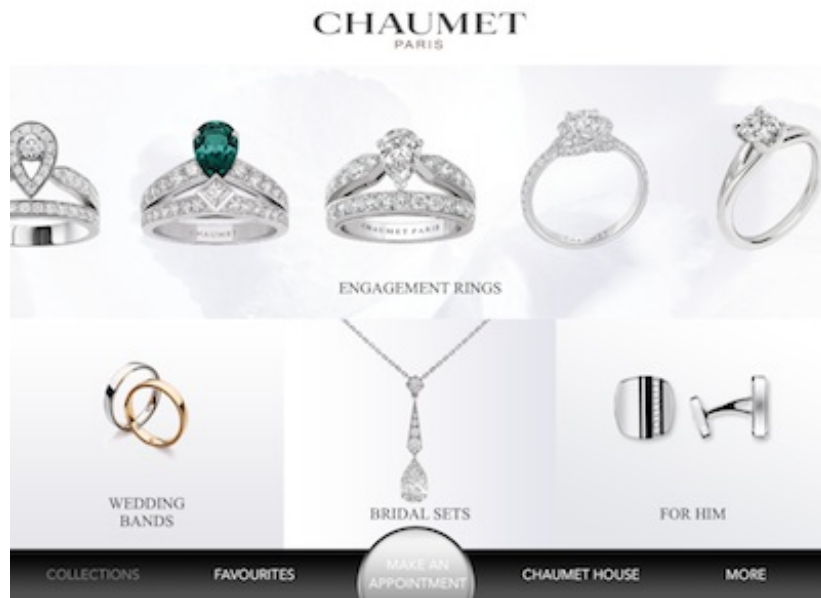
Mr. Hasen is not affiliated with Chaumet but agreed to comment as an industry expert.

[Chaumet](#), owned by LVMH, did not respond by press deadline.

Finding the one

Chaumet's app opens with an animation of a rotating diamond ring against a background of moving flowers.

The app then pulls up a page where consumers can access engagement rings, wedding bands, bridal sets and male accessories, such as cufflinks.



Screenshot of Chaumet's Marriage app

For engagement rings, the entire range of 73 pieces can be broken down by criteria. Consumers can slide a bar to change the range of carats shown from .18 to 2.

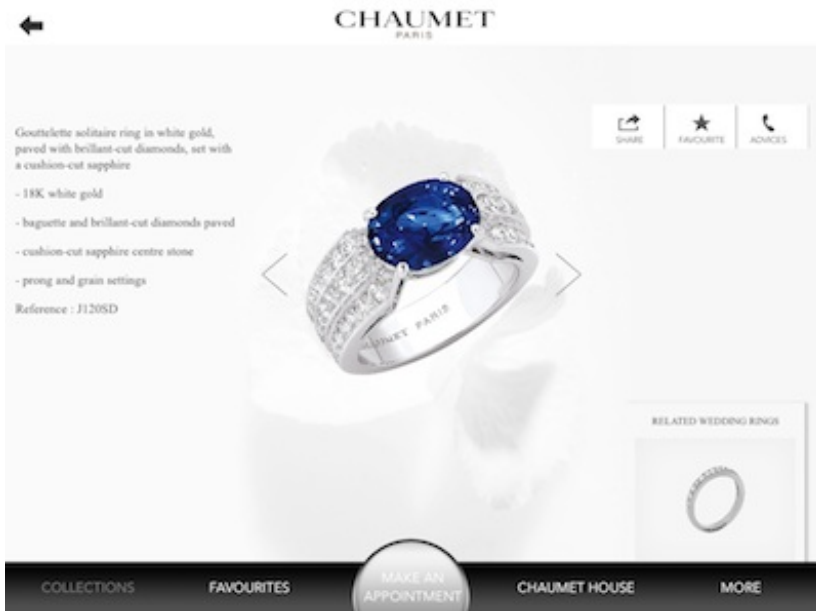
There are also drop down lists to select the type of cut, for instance cushion or princess, and the collection from Chaumet.

Wedding bands are arranged differently, with two sliding galleries of creative and classic styles.

Bridal sets features combinations of three pieces that go together, such as earrings, a necklace and ring.

“For him” provides images and product information for watches and jewelry.

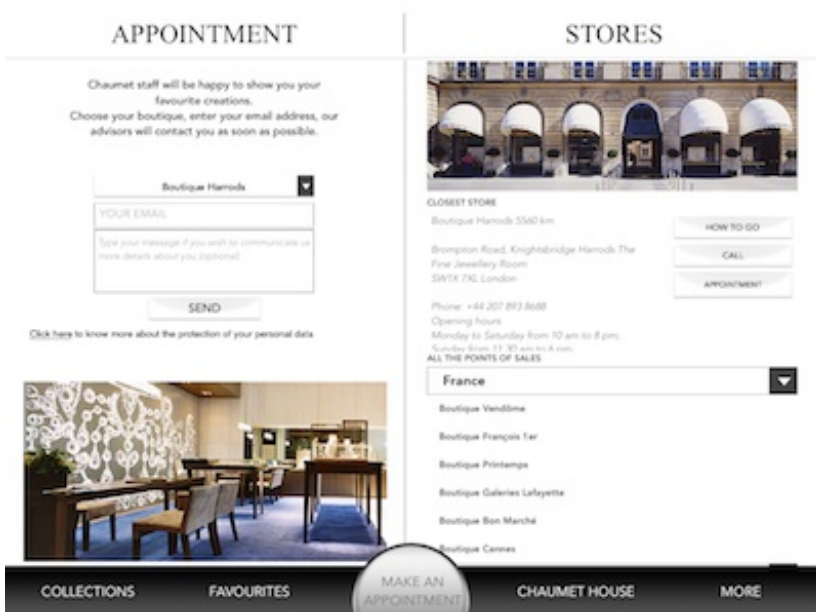
Each individual product, once clicked, has a page of details. Here, consumers can share the jewelry, favorite it so it can be found easily later or hit an advice button to get a phone number for customer assistance.



Screenshot of Chaumet's Marriage app

The app can be used as a reference when meeting with a sales associate.

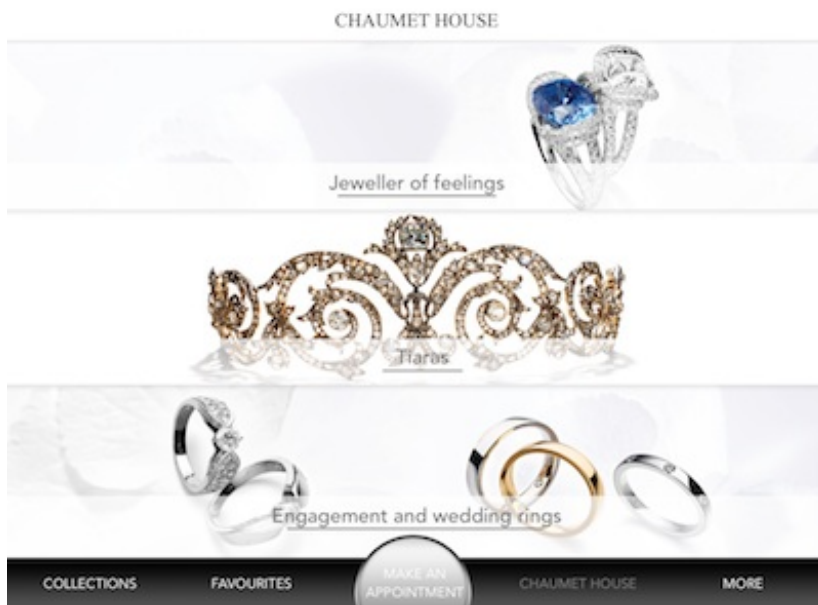
A “make an appointment” button brings up a page where consumers can email a particular boutique or find a store.



Screenshot of Chaumet's Marriage app

For each location, a “how to go” button is included, which launches Maps. There are also options to call or make an appointment. These bring up messages providing a phone number or instructions to email.

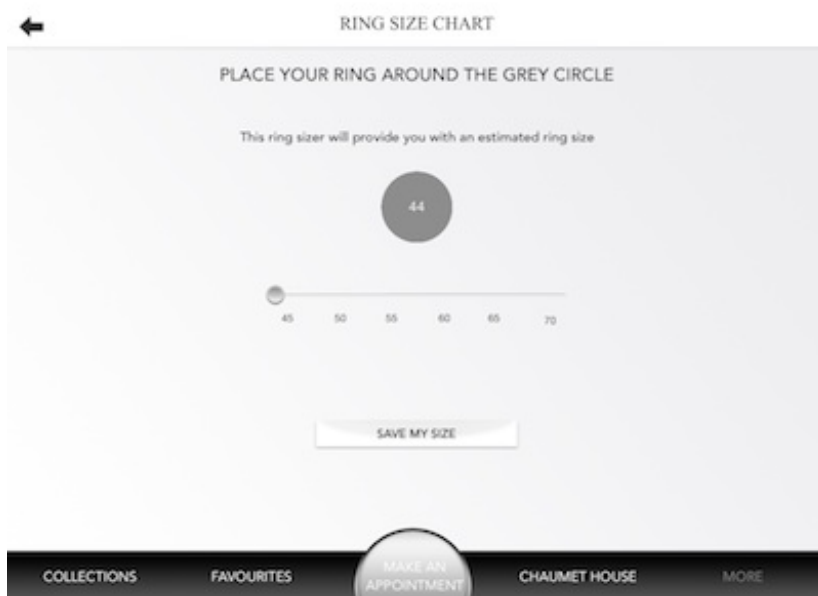
The “Chaumet House” tab includes information about the jeweler. Separate pages educate consumers about its longstanding heritage of making “love jewelry,” the tiaras crafted for royal brides and the history of wedding bands.



Screenshot of Chaumet's Marriage app

In “More,” consumers can opt-in to push notifications from the brand. Here they can also discover the different settings used for high jewelry and read about the diamond selection, for which the house picks the rarest stones based on the 4Cs.

There is also a virtual ring sizer, which tells consumers to place a ring on the screen over a grey circle. A slider below allows the user to match their ring up to the correct circumference.



Screenshot of Chaumet's Marriage app

Once a ring size is estimated, it can be saved for the consumer’s records on the app.

Popular choice

Since weddings are an important time for jewelers to connect with consumers, a number of houses have created similar research apps for marital pieces.

For instance, jeweler Van Cleef & Arpels looked to increase its mobile presence and step up to competition with an application that acts as a size guide, catalog and lifestyle

resource for brides-to-be.

The Van Cleef & Arpels app includes the bridal collection, a wish list, catalog, size guide and love stories. It is available for free in Apple's App Store ([see story](#)).

Also, De Beers stepped up to its competition through an application for the iPhone and iPad that serves as a wedding jewelry finder as well as a consultant on diamonds and the brand.

Consumers can look at engagement rings, wedding bands and jewelry, but there is also access to videos and other details about the De Beers brand, history, design and the diamonds it uses. The videos and expert advice could be what separates De Beers from the likes of other engagement-ring apps ([see story](#)).

Like DeBeers, this is Chaumet's first mobile application.

"It's interesting that app users are driven to book an appointment versus make a purchase," Mr. Hasen said. "This makes sense given the fact that service is a large part of Chaumet's appeal, not to mention the price point likely stops all from giving the 'go sign' without a try-on."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/IFINK7qX_us](http://www.youtube.com/embed/IFINK7qX_us)

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