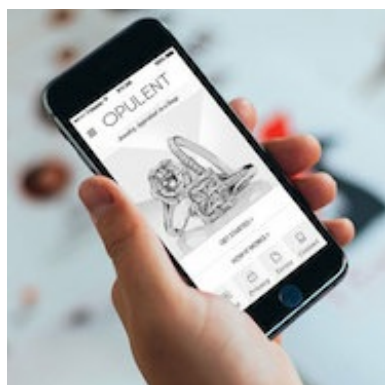


MOBILE

## Opulent Jewelers makes consignment “a snap” with mobile app

March 25, 2015



*Opulent Jeweler's AppSnapp*

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By SARAH JONES

Fine jewelry consignment store Opulent Jewelers is simplifying the appraisal process with a mobile application.

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**Luxury Daily**

AppSnap enables consumers to take a photo of their piece and receive a price quote from the retailer to help them decide whether to sell. By using the app, consumers' estate pieces also gain an appropriate audience of affluent consumers who might be interested in purchasing their pieces.

"We created this app to fill a niche in the 'pre-loved' jewelry market that we knew was missing: making it easy for owners of ultra-luxurious jewelry pieces to get their for-sale products exposed to high new worth buyers," said Jonathan, founder of **Opulent Jewelers**, Feasterville, PA.

"By far the most common complaint you hear from people trying to sell these sorts of exquisite pieces is that conventional resale channels simply don't give them the exposure they need to their wealthy target market," he said. "At Opulent Jewelers, we already have an established base of well-heeled customers, so AppSnap helps the sellers find the market

they're looking for, and also helps our customers enjoy a larger selection."

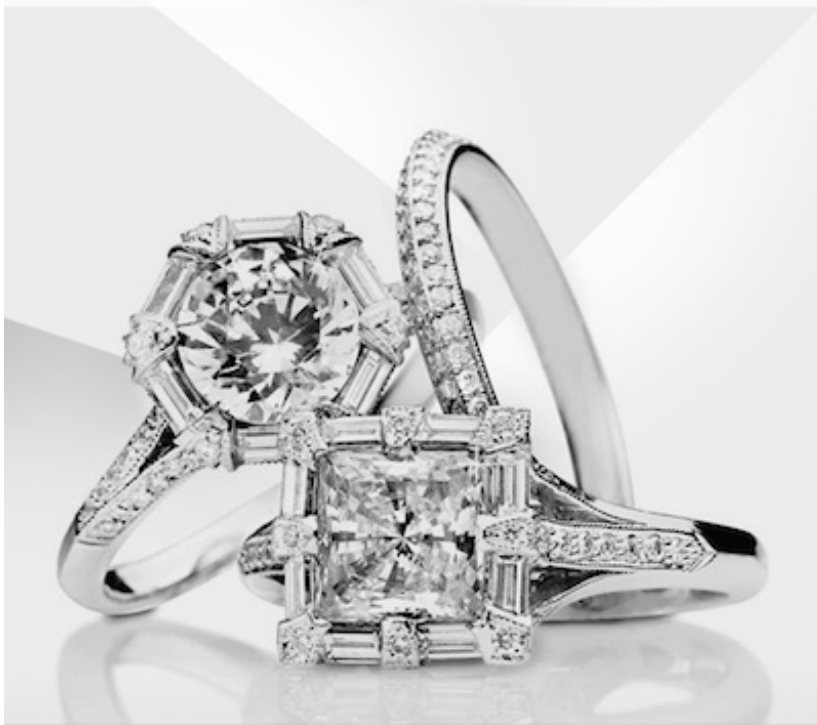
Click to consign

Opulent Jewelers operates a bricks-and-mortar store in Feasterville, PA as well as an ecommerce site. It specializes in jewelry appraised at \$30,000 or more, from brands including Cartier, Chanel, Van Cleef & Arpels and others.

AppSnap, available for free for iOS, guides consumers through the process. The homepage is simple, offering an option to "get started," for those who want to jump right in.



*Jewelry Appraisal in a Snap*



GET STARTED >

HOW IT WORKS >



*Blog*



*Privacy*



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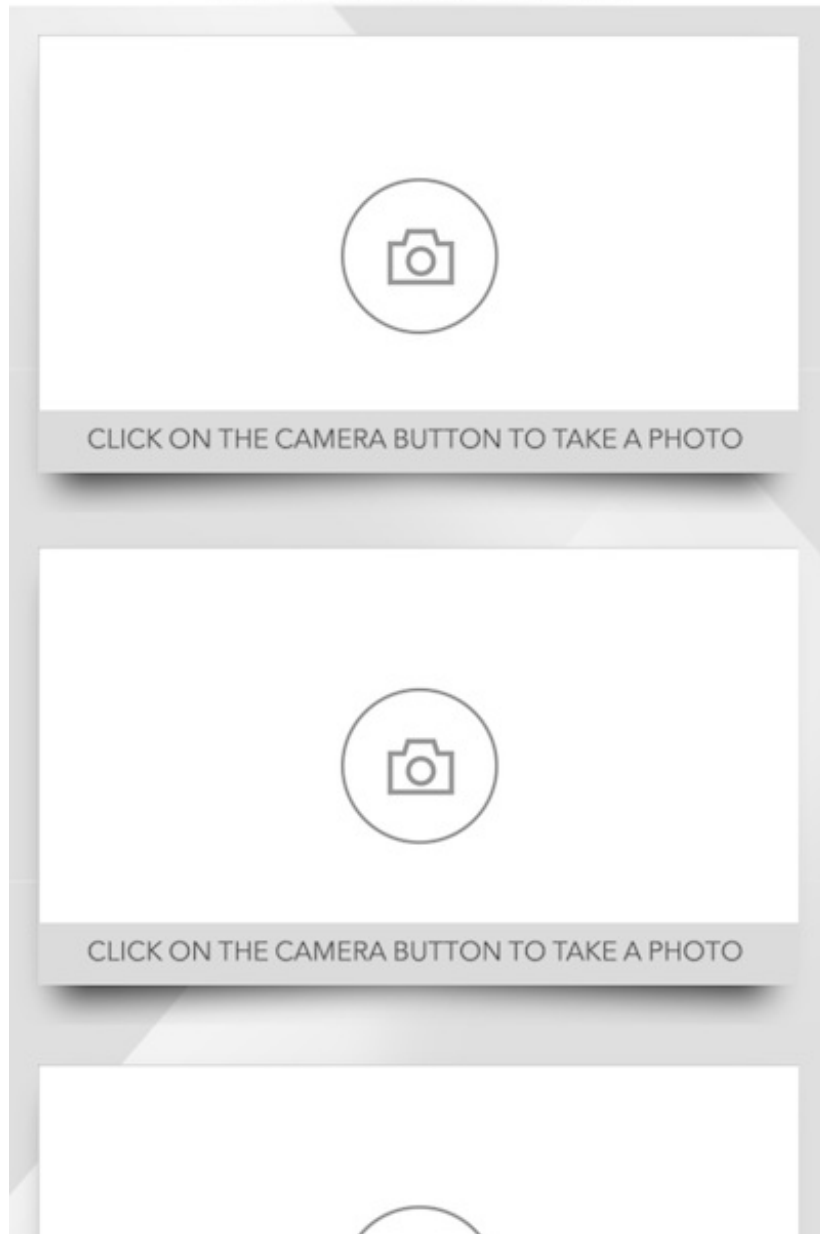


*Contact*

*Screenshot of AppSnap*

A second link takes consumers to a page where they can read about how it works.

Consumers are asked to take a photo of the piece or items they want to sell and submit it with a description.



### *Screenshot of AppSnap*

Once received, they will get a price quote from Opulent Jewelers. They can either decide whether to agree to the price.

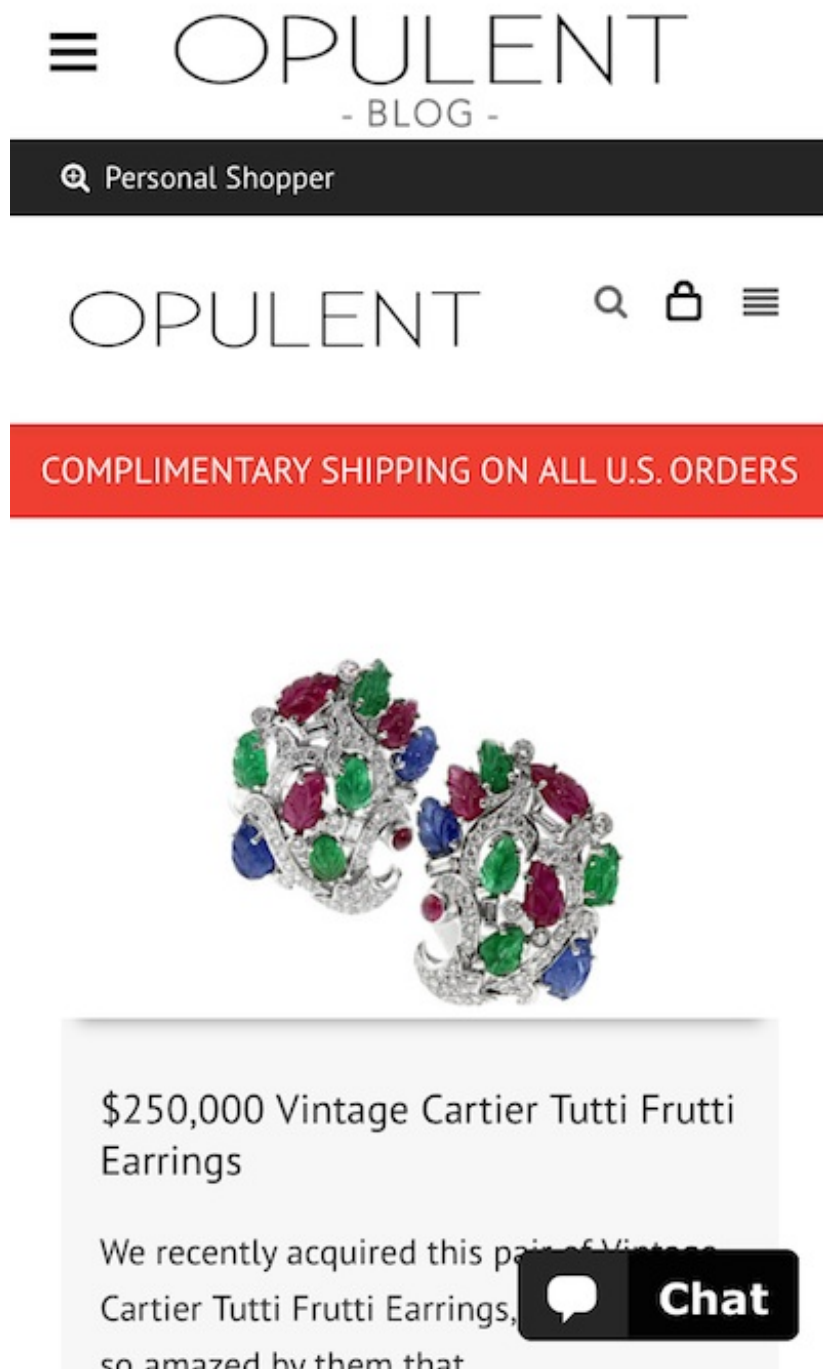
If the seller does approve of the appraisal, they will be sent a prepaid, insured box to mail the item to the retailer's store.

After undergoing cleaning and polishing, the item will be sold online via Opulent Jewelers' ecommerce boutique. This helps pieces with a large price tag gain a greater, international audience.

The price agreed to will be what the consumer receives when their piece sells.

A chat feature is available for consumers to speak directly with customer service and get assistance.

Consumers can also use the app to follow the consigner's blog, which covers topics such as building a visually appealing yet secure safe, luxe jewelry boxes and celebrity fine jewelry choices for award shows.



*Screenshot of AppSnap*

"AppSnap makes the consignment process as easy as possible," Jonathan said. "You use your smartphone to take photos of the jewelry you wish to sell, and send them along with a product description to us through the app.

"We'll reply with a quote for how much we'll pay you if the piece sells, and if you accept that quote we'll send you a box you can use to ship us the jewelry," he said. "We take care of the rest, and pay you the quoted price once your piece sells. It's that easy, and the feedback so far has been extremely positive, especially in terms of the simplicity of the app itself."

## Tech meets touch

Mobile apps enable consumers to access information about pricing from anywhere, enabling them to use a reseller as a resource.

Online luxury consignment marketplace The RealReal has compiled its data on resale value into a mobile application to help give consumers a better idea of selling prices for high-end goods.

The RealReal's "RealBook" app is described by the retailer as doing what Kelley Blue Book does for cars for fashion and accessories. For luxury brands, this app may help to justify the purchase price of a handbag or watch, since consumers can see how much an item retains its value for resale ([see story](#)).

Similarly, AppSnap's appraisal process and marketplace of high-end jewelry may help consumers decide which pieces to invest in.

There have been a number of new players to the luxury consignment space, many of whom blend technology with service.

Newly launched online marketplace Worthy aims to provide luxury consumers with a secure and reliable platform to sell jewelry, diamonds and watches for top prices.

Unlike other marketplaces, Worthy claims it has a rigorous vetting system in place to prevent shams and listings from receiving shabby offers. The spike in services specializing in pre-owned luxury products may indicate a looming shift in consumer preferences, although sales of luxury goods are still rising ([see story](#)).

The use of technology within consignment is likely to grow.

"Consignment isn't a new industry by any means, but streamlining it with modern technology like smartphones certainly is," Jonathan said. "Ultimately, AppSnap succeeds because it makes the consignment process smoother for both us and the seller, walking them through each simple step.

"In the future, we expect most luxury consignment to take place in this way."

## Final Take

*Sarah Jones, staff reporter on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/wurXJx8-4Q>