

COMMERCE

VeryFirstTo offers \$49K chocolate bunny with diamond eyes for Easter

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VeryFirstTo chocolate Easter bunny

By JEN KING

VeryFirstTo, an ecommerce platform specializing in extravagant products and experiences, is offering a life-sized chocolate bunny fitted with diamond eyes for the Easter holiday.

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Luxury Daily

Standing 1.24 feet and weighing 11 pounds, the hand-carved chocolate bunny was created by award winning chocolatier and former chef decor of department store Harrods, Martin Chiffers. The luxury industry spares no expense in terms of unique experiences, and often extends these elaborate touchpoints to holiday items to ensure memorable moments.

"VeryFirstTo regularly curates remarkable luxury never done before experiences and products," said Marcel Knobil, founder of [VeryFirstTo](#), London. "We wanted to create something truly exceptional for Easter.

"The diamond-eyed bunny resulted from a considerable amount of brainstorming, and we were very fortunate that 77 Diamonds and Martin Chiffers enabled our ultimate dream Easter gift to become a reality," he said.

"VeryFirstTo is focused upon a high-net-worth audience of luxury embracers, and what really distinguishes most of our audience is that they are 'early adopters'. We cater to those who are intent on being the very first to have newly launched luxury products and experiences."

What's in your basket?

The finished chocolate bunny took Chef Chiffers two labor-intensive days to complete. Like many high-end products, the quality of the craftsmanship behind an item is considered a selling point and validation of a high price tag.

Using a solid piece of 72 percent origin chocolate from Tanzania, Chef Chiffers carved a rabbit standing on a round platform meant to look like grass with three gold leaf decorated eggs placed at its feet. Standing on its hind legs the bunny is holding a fourth egg and has long pointed ears and a detailed face.

A defining feature of the "world's most extravagant chocolate Easter bunny" is its eyes. Chef Chiffers and VeryFirstTo worked with British jeweler 77 Diamonds to source two solitaire diamonds to act as the bunny's pupils.



VeryFirstTo's \$49,000 chocolate Easter bunny

Gold leaf is often used in chocolate sculptures and pieces, but according to VeryFirstTo,

diamonds have never been incorporated within an Easter creation. For the collaboration, 77 Diamonds selected two 1.70 carat round brilliant diamonds valued at more than \$37,000 for the pair.

When the chocolate has been consumed, with no rush as it has a two-year shelf life if kept in the proper temperature environment, the diamonds can be made into a complimentary bespoke piece of jewelry, such as earrings, by 77 Diamonds.

For a lower purchase price, VeryFirstTo can outfit the chocolate bunny with smaller stones or swap the diamonds for colored gemstones. The customizable feature increases the bespoke nature of the product and allows the consumer to create an item specific to their tastes.

The chocolate bunny sculpture equals 584,000 calories and has an asking price of \$49,000.



Creators of the chocolate Easter bunny: Tobais Kormind of 77 Diamonds, Chef Martin Chiffers and Marcel Knobil of VeryFirstTo

For Easter Sunday deliveries, orders must be placed by March 28 within the United Kingdom. International orders were accepted but additional courier charges were applied and were subjected to the food import regulations of specific countries.

If purchased, a donation of approximately \$1,484 will be made to The Prince's Trust. Founded in 1976 by Charles, Prince of Wales, the organization provides mentoring support and financial grants for disadvantaged youths.

To market the bunny, VeryFirstTo sent out a newsletter containing the chocolate sculpture's specifics as well as its own social media posts. VeryFirstTo is subscription-based, allowing the brand to curate interesting items for its network of consumers with items being placed on the site for a maximum of 59 days.

Given the chocolate bunny's uniqueness, VeryFirstTo has benefited from the organic

traffic and awareness received by news outlets covering the product.

"Our offers are primarily for VeryFirstTo members. We have over 166,000 from all over the world," Mr. Knobil said. "The bunny appears on our Web site and also on our newsletter that goes to members.

"We also enjoy editorial coverage around the globe, and people can sign-up as members for free or £50 (\$75) [for] Gold Membership and purchase the bunny," he said. "Due to its extraordinary nature, the Bunny has also triggered a huge amount of social media activity that is cascading around the virtual world."

Milk, dark or luxury?

Last Easter, Italian fashion labels Giorgio Armani and Roberto Cavalli aimed to be a part of consumers' Easter celebrations with their food and beverage lines.

The brands promoted their culinary offerings via social media, letting brand loyalists know of another way to take the labels into their homes. Since Easter is a food-heavy holiday, it gave these fashion houses the opportunity to remind consumers that they make products in categories other than apparel and accessories ([see story](#)).

Retailers often tap into consumers' sweet teeth through in-store programs and special events.

For instance, through Aug. 26, British retailer Selfridges took consumers on mini walking tours of its chocolate department to raise their cocoa awareness.

The 30-minute "safari" took participants around to various brands' sections in the department, including Charbonnel et Walker. Giving the background and allowing for exploration will likely make consumers want to return to Selfridges for their chocolate needs ([see story](#)).

Although pricy for chocolate, the bespoke jewelry concept and the charitable tie-in may be attractive to many affluent consumers.

"Whilst we recognize that a diamond-eyed bunny can be perceived as over-the-top and extravagant, we always try and ensure our offerings are as genuinely worthwhile as possible," Mr. Knobil said. "In this instance, after discussing our philosophy with 77 Diamonds, we arrived at the decision to offer the purchaser a bespoke piece of jewelry, featuring the diamonds, free of charge."

Final Take

Jen King, lead reporter on Luxury Daily, New York

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