

INTERNET

Opulent Jewelers helps Ashley Madison hacking victims rebuild their marriages

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Opulent Jewelers Ashley Madison offer promotional image

By STAFF REPORTS

U.S. retailer Opulent Jewelers is coming to the aid of cheaters outed by the hack of Ashley Madison with a promotion designed to fix an extramarital dalliance with diamonds.

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Luxury Daily

The jeweler, which stocks pieces from brands such as Cartier and Van Cleef & Arpels, is offering a discount of \$500 on orders of at least \$10,000, helping out those who need to dig themselves out of a hole. Responding to this news item that is getting a lot of attention may help Opulent Jewelers become top of mind, both for the hacking victims and other consumers looking to impress.

An affair to forget

Ashley Madison is a dating Web site geared toward consumers who are already married, celebrating the idea of affairs. Recently, the site was hacked, opening up the data and information of its 37 million users to public scrutiny.

The jeweler explains on its site that 1-800 Flowers suggested their services as part of the making up process, but Opulent Jewelers felt that more is needed.

Opulent Jewelers is promoting its offer via its ecommerce site and social media. On

Facebook, the retailer explains, “Well we've gone there. While no one feels any remorse for the ‘victims’ of the Ashley Madison dating website we've decided to help out a bit...by offering discounts only for our most expensive items.”

On its Web site homepage is an image of a woman placing her finger in front of her mouth, with large text reading, “Shhh...Ashley Madison victims this way.”

At the click-through, consumers can get a promotional code, JustInCase, that will give them a discount on items retailing for at least \$10,000. One suggestion made is a \$250,000 Bulgari Ballerina Ring.



Bulgari Ballerina Ring

The jewelry industry's sales are very much tied to current economic and cultural events.

In times of political and socio-economic turmoil, a brand's resourcefulness and tact can help secure its standing in consumers' minds as they work through a troubled time together.

For the diamond industry, the recession of 2008 caused the celebratory and self-congratulatory category to drop out from underneath the feet of jewelers, both mass and high-end. During this time, marketers could no longer position advertisements as they had done when the commercial and consumer landscape was at full strength ([see story](#)).