

COMMERCE

## David Yurman streamlines its rings into engagement planning

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*David Yurman engagement ring*

By STAFF REPORTS

U.S. jeweler David Yurman is emphasizing the story surrounding a marriage proposal to keep its engagement rings top of mind.

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To promote its engagement rings and wedding bands, David Yurman has filmed a short social video capturing moments in a couple's relationship leading up to and after their marriage proposal. While shared socially, the post is also sponsored on Facebook to increase visibility as engagement season begins with the holidays approaching.

### Tying the knot

Text shared with the campaign video reads, "You'll carry the story of your engagement with you for the rest of your life. What will you remember?" It is safe to assume that for many consumers, the engagement ring received during the proposal serves as a constant reminder of how she was proposed to and as a symbol of their love.

David Yurman's video on Facebook is 15 seconds while the full version is 30 seconds in total, with both showing clips of a couple interacting on date nights, during their proposal and wedding reception.

At the end of the video, David Yurman repeats the phrase, "What will you remember?"

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You'll carry the story of your engagement with you for the rest of your life. What will you remember? [bit.ly/1P2DNez](http://bit.ly/1P2DNez)

Posted by [David Yurman](#) on [Tuesday, October 27, 2015](#)

A click-through on the provided link brings consumers to David Yurman's Web site where the 30-second video can be viewed. Scrolling down, consumers can discover the jeweler's engagement ring selection or work with an engagement specialist because a "memorable proposal starts with finding that perfect ring."

Further down, David Yurman continues the nuptial relationship with the consumer by showing its wedding bands and bridal jewelry designs.

Other jewelry brands have relied on mobile applications to be part of a consumer's engagement planning.

For instance, U.S. jeweler Tiffany & Co. has updated its Engagement Ring Finder mobile application to highlight why its rings are "worthy of eternal love."

The latest version of the Engagement Ring Finder was released on July 31 and builds upon the app's ability to assist consumers in finding the perfect engagement and wedding rings. App updates are common, but for those in the market for an engagement ring this is likely the first interaction, thus causing Tiffany to ensure that its platform is up-to-date with current mobile trends ([see story](#)).

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