

INTERNET

De Beers extends role beyond proposals to assist with wedding planning

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De Beers' classic solitaire engagement ring

By JEN KING

British jeweler De Beers is beginning a journey alongside brides-to-be with nuptial-themed content, placing its engagement rings at the campaign's center.

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Housed on De Beers' social media accounts, the jeweler has embedded its engagement rings' styles into various types of weddings to help brides use their ring as a guide for planning their ceremony. From venues and bouquets to hairstyles and invitations, De Beers' wedding content allows the jeweler to be a part of the celebration after the ring has been purchased and the planning begins.

"The wedding style content was created because we speak to many bride-to-be's who are very passionate about creating their wedding style and we thought it would be a great initiative to make that a fun experience for them by creating a mood board for them based on their preferences," said Jennie Farmer, brand director at **De Beers**, London. "Each mood board is themed around each of our iconic designs.

"For example the Timeless Beauty mood board is inspired by our Infinity design whereas the Flourishing Grace mood board is inspired by our Adonis Rose ring," she said.

Wedding bliss

De Beers let the consumer explore what her wedding style may be by interacting with its social content. Some posts are focused on the "simple and sophisticated," using a loose updo as an example, while others show a wedding setting to gain a sense of consumers' ideal ceremony.

Throughout its content De Beers offers tips such as the use of green floral touches to add elegance and information about a diamond's cut to educate the bride-to-be about the ring selected by her beau.

Additional segments include a film of a father preparing with his daughter before the walk down the aisle and a dream board using De Beers' engagement ring as a focal point of the big day.

Flourishing Grace wedding video by De Beers

For De Beers' Facebook push, if a consumer clicks the accompanying link she is redirected to the jeweler's "What is your bridal style?" hub on its Web site. Positioned as a short quiz, consumers are asked to answer five questions using images as responses.

The questions begin with selecting a De Beers engagement setting and continue on to other aspects of planning a wedding. The additional questions include favorite floral bouquet, hairstyle, stationery and setting.

When finished answering, De Beers presents the bride-to-be with her style along with a short description. In the following sections, De Beers shares a curated wedding dream board based on the generated style as well as a bridal campaign video for the ring type selected at the start of the quiz.



Flourishing Grace wedding style by De Beers

In the final section De Beers links the items seen in the dream board to Pinterest, a favorite of brides mid-planning, to pin floral arrangements, cake designs, wedding dresses and the jeweler's fine jewelry.

De Beers has recently placed an emphasis on the emotions related to marriage proposals.

Last April, De Beers continued to embrace the human element within its advertising with the launch of its first bridal campaign featuring a model.

In the effort shot by Mary McCartney, Andreea Diaconu models the brand's Caress Ring and Aura earrings while wearing a cap sleeve white lace dress, presumably on her wedding day. Creating a portrait of a blushing bride may help further the emotional appeal of De Beers' jewelry as consumers decide what to wear on their special day ([see story](#)).

For you, forever

De Beers also offers the "For You, Forever" in-store service where consumers with all budgets can select a diamond, beginning at 0.2 carats, to be set into any of the jeweler's engagement settings.

Additionally, De Beers' made-to-measure service walks consumers through the engagement ring process from conception to proposal. This option, beginning at \$50,000, creates a fully bespoke engagement ring designed by De Beers' in-house team.

In March, Chinese actress Liu Shishi and Taiwanese singer Nicky Wu were married in Bali, Indonesia and when Mr. Wu proposed, he did so with a bespoke De Beers Infinity Heart ring. Worth more than \$1 million, the engagement setting is a five-carat DIF solitaire diamond set on a pave diamond platinum band and features an intertwined heart and infinity motif, per [WWD](#).

Although the design was initially created just for Ms. Shishi, De Beers has decided to go to market with the Infinity Heart style, available in five-, three- or one-carat. Prices for an Infinity Heart engagement ring are available upon request, and are unique to De Beers' For You, Forever in-store service.



De Beers' Infinity Heart ring

With the cost of the average wedding skyrocketing, luxury brands have a chance to incorporate quality, style and service during a time when many consumers, regardless of demographic, tend to splurge.

London department store Harrods, for instance, celebrated its in-store bridal services during the month of February.

Couples about to tie the knot could visit the retailer for beauty treatments for two, personalized stationery, assistance with wedding registries and bespoke wedding cake orders. Led by Harrods' Fine Jewelry room, the retailer's bridal services also offered consumers a hand-picked curation of fine jewelry brands ideal for one-of-a-kind brides ([see story](#)).

With the stress of planning a wedding, attention to detail and quality is rooted in De Beers' service.

"Through our in-store service called For you, Forever clients can select the diamond of their dreams and view its Iris video to see the true beauty of the diamond and then have it set in one of our beautiful designs," Ms. Farmer said.

"This can be created for any budget as our diamonds start at 0.2 carats for our engagement rings.

"To create your own design alongside our design studio, this service starts at \$50,000," she said.

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