

INTERNET

Wendy Brandes goes with Facebook for jewelry ecommerce

March 29, 2011



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Fine jewelry designer Wendy Brandes drives sales and traffic to

its ecommerce Web site via social media.

The company's latest marketing initiative is the incorporation of amateur photography of readers wearing the brands' jewelry on its Web site.

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Luxury Daily

"Affluent customers are more Web-savvy than they were when I started my blog in 2007, so my online efforts increasingly reach them," said Wendy Brandes, the jewelry designer.

"Several of my best customers, in terms of price paid per item and frequency of purchases came through my blog.

"The success of Net-A-Porter shows that consumers are willing to buy high-end items

online,” she said. “I also reach the affluent customer through traditional networking, trunk shows and stores.”

The Web site sells rings, necklaces, earrings and brooches. The prices range from \$50-\$20,000.

What to wear

Consumers can purchase pieces at <http://www.wendybrandes.com>.

Ms. Brandes is a former journalist turned jewelry designer.



After 15 years in media and marketing, including editorial positions on The Wall Street Journal, CNN and People.com, Ms. Brandes began designing jewelry professionally.

Wendy Brandes has been featured in the April issue of Time Inc.'s InStyle Magazine.

In addition to marketing via Facebook and Twitter, Wendy Brandes has created a dedicated blog found on the brand's site.

The blog informs consumers about new designs and the manufacturing process. Ms. Brandes uses the blog instead of publishing press releases.

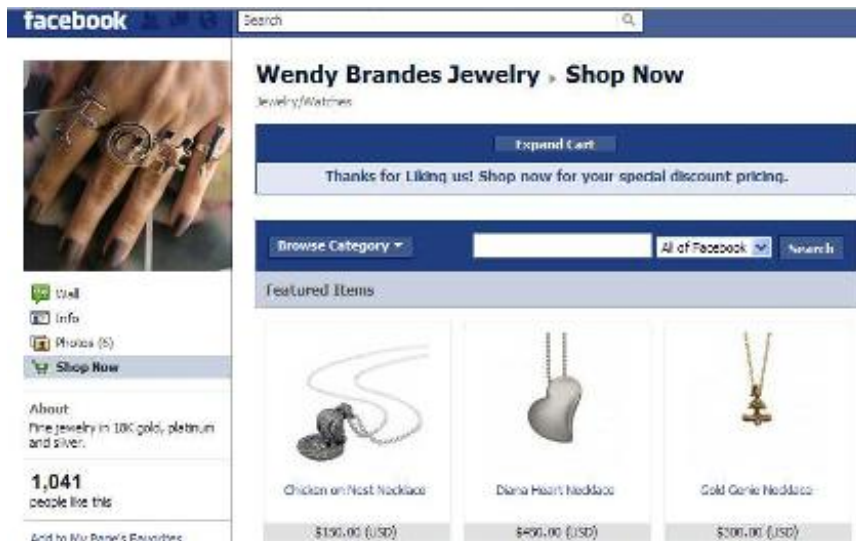
Jewelry inspirations and discussions about current designers are also featured within the blog.

Consumers can retweet a particular blog post and even follow Ms. Brandes on Twitter via the blog category of the brand's site.

Facebook commerce

Wendy Brandes has monetized its Facebook page allowing consumers to look and purchase products directly within the social network.

The brand has a separate tab on its Facebook page for customers to see featured jewelry for sale.



Wendy Brandes' Facebook page

Several luxury brands have started to monetize their Facebook pages.

For example, Gilt Groupe has already added tabs to its branded Facebook page that allows consumers to look at products, add items to their carts and when they are ready to check out, they are brought directly to the branded ecommerce site.

Luxury brands have begun to put emphasis on its social media pages, and monetizing their Facebook pages may help them see an increase in online conversations ([see story](#)).

“I became interested in social media because I wanted to distinguish my high-end brand by making it as accessible as possible,” Ms. Brandes said. “It didn't matter to me that some of my readers wouldn't have the budget for my signature line. It was enough that they became aware of and supportive of me.

“Facebook is so enormous these days,” she said. “People who would never read a blog or use Twitter are on Facebook, so it makes sense to go where those people are.”

Final take

Facebook becoming a venue for ecommerce

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