

JEWELRY

Faberg proposes diamond alternatives in emotional effort

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Image from Faberg's #SayYesInColor

By SARAH JONES

Russian jeweler Faberg is prompting consumers to look beyond diamonds for their engagement rings with a colorful digital campaign.

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The brand's #SayYesInColour film tells color coordinated stories of proposals to showcase the brand's emerald, ruby and sapphire engagement ring collection. While still an unconventional choice, depicting the women's enthusiastic responses may help convince consumers to consider a colored stone.

Out of the jewelry box

Faberg's effort is featured on its Web site homepage. A one-minute version of the film plays automatically when a consumer navigates to the site.

First, a woman wearing red lipstick smiles at the camera as a tear streams down her cheek.

Changing scenes, a red haired woman is shown with a surprised and delighted expression on her face, the forest behind her matching her green eyes.

Making an even bolder face of shock, the third protagonist is seen at an aquarium.



Faberg Say Yes in Sapphire image

After first capturing a close-up of their reactions, Faberg then reveals the cause of their expressions.

In a scene representing rubies, a man in a leather jacket is shown on one knee in front of the first woman. The scene around them reflects the hue, with an arch behind them lit in a rosy tone.

Similarly, the other fiancs-to-be kneel in front of their chosen brides in emerald and sapphire-colored settings. Beyond representing the color, these scenes also represent the mood of each stone, reflecting ruby's passion, emerald's spirituality and sapphire's sincerity.

Faberg Say Yes in Colour

The campaign's tagline [#SayYesInColour](#) appears before consumers are prompted to explore the collection through embedded links.

Each ring in the collection features Faberg's signature gold fluting technique, which lends a contemporary finish to the pieces. The engagement and wedding rings include a coordinating gemstone on the inside of the band touching the finger, allowing the couple to have an additional symbolic bond.



Faberg Say Yes in Emerald image

The landing pages depict a mood board of the occasion as snapshots are shared with handwritten commentary. On each page, consumers can also view an edited version of the film that shows a single proposal.

Making a proposal

Precious stones carry specific meaning, a subject other jewelers have delved into.

Colored-gemstone miner Gemfields is portraying the mystical properties believed to exist in rubies by weaving a trio of short female-centric narratives.

The purveyor's "Ruby Inspired Stories" explore rubies' believed symbolism of passion, protection and prosperity through tales of a single moment in three women's lives. Rather than focusing on the physical appeal of the rubies pictured, Gemfields instead highlights their emotional appeal, as the stones bring back memories or help to celebrate a milestone ([see story](#)).

Jewelers are central to proposals, a role that other brands have represented in short films that show the uniqueness of each couple's life-changing event.

French jewelry maison Cartier got in the spirit of Valentine's Day with a social video telling the story of three different engagements.

Cartier teased the video, titled "The Proposal," for the past few days and posted it on Facebook to announce its release. The Proposal is composed of three stories, "At the Museum," "In the Elevator" and "At the Airport," which work together to show that engagements can happen at any time and that everyone appreciates a Cartier ring ([see story](#)).