JEWELRY

Swoonery takes cues from Tinder for fine jewelry discovery app

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Swoonery promotional banner

By *JEN KING*

Technology-driven retailer Swoonery is looking to squash the challenges of purchasing fine jewelry online with the launch of its first mobile application.

Launched in February 2016, Swoonery set out to use innovative methods that connect its clients with relevant pieces of jewelry from nearly 60 fine and high-jewelry designers. On its Web site, Swoonery uses behavior profiling, machine learning and purchasing tools to appropriately recommend pieces by personal preference, creating an intimate consumer-retailer dialogue, an intrinsic element of jewelry purchasing that has been, by and large, been neglected by the industry (see story).

"I created Swoonery to bridge the gap between how consumers want to shop for jewelry and what is currently available to them," said Jean Z. Poh, CEO of Swoonery. "It blows my mind that we constantly see jewelry in magazines and ads and yet there is nowhere to purchase those items online.

"The Swoonery App makes the experience of shopping for jewelry relevant to the modern consumerit's about discovery and accesssee, love, buy. Easy," she said.

Mobile jewelry box
Swoonery launched its first mobile app, available currently for iOS devices, earlier this month. Similar to Swoonery's online presence, the app seeks to reimagine how fine jewelry is discovered and purchased.

At the core of its functionality is the recognition that shopping for jewelry can be inconvenient and time-consuming, especially when the intended piece is for a special occasion rather than everyday wear.

Through the app users can quickly browse through thousands of pieces of designer jewelry, create a "Hint List" to bookmark favorites and share seamlessly with friends.

Swoonery describes its app as a "Tinder for jewelry." Similar to the popular dating app, users swipe right on pieces they love and left on those they dislike.

The app then begins to understand the user's tastes and preferences, ensuring for a relevant and personalized experience.
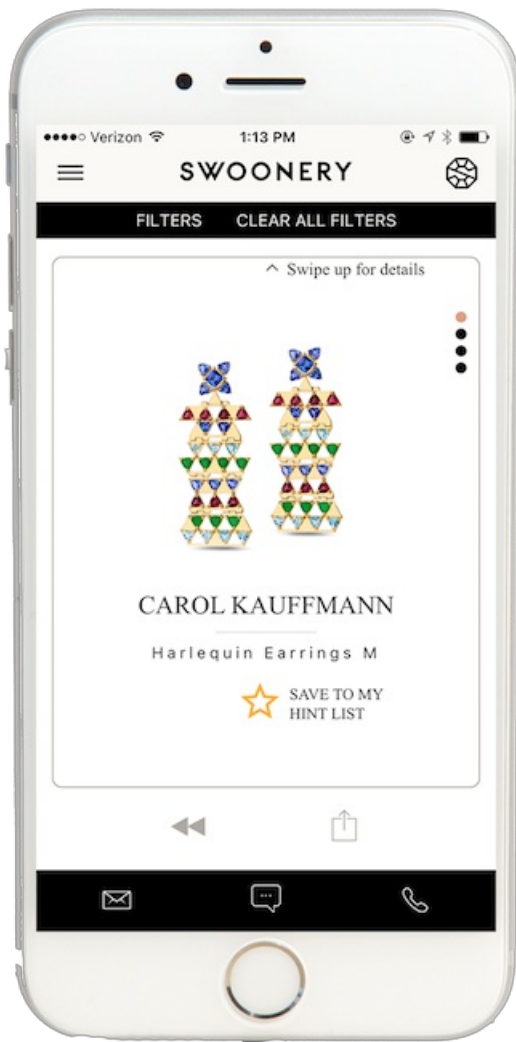
Swoonery app featuring earrings designed by Carol Kauffmann

Once a trend of preferences has been established, the next time a consumer uses the Swoonery app, it will curate a selection of pieces that reflect the individual's personal style. Filters, based on price, category and designer, are also available for users to narrow down their searches.

"As much as I talk about making the experience relevant for today's shopper, I also come from high-jewelry and know that jewelry is a very personal purchase and each person's tastes are unique," Ms. Poh said.

"The Tinder-like functions allow each customer to teach us what they like and don't like through the swiping actions so that we can do what any jewelry specialist should be able to dounderstand our customer and recommend pieces that will move them," she said.

Swiping upward reveals product information such as the materials used and a short biography of the designer. When a user finds a piece she intends to buy, she taps a "buy now" button and is redirected away from the app to Swoonery's ecommerce page.

A small heart icon is found within every listing and when tapped, the product is added to the user's Hint List. All pieces are sharable to simplify gifting ideas or purchases.

Jewelry pieces carried by Swoonery

In addition, the app keeps track of all jewelry liked and dislike for an easy reference point if consumers do not add a piece to their Hint List.

Swoonery's app also includes a directory of the designers available from its site. When a designer is selected, the app loads content telling of the designer or brand's inspiration and aesthetic, as well as a listing of featured pieces.

When users refer friends to Swoonery's app, credit is earned for future purchases.

Apple device users can download the Swoonery app from the App Store.

Exclusive discoveries
According to L2, luxury watch and jewelry brands have strategically sacrificed search visibility to target affluent consumers.

Since the market researcher last assessed the watches and jewelry sector, luxury brands have begun to embrace various SEO/SEM strategies on the category level, having been virtually invisible on Google search results in the past.

L2's "Watches & Jewelry 2016: Search Insights" report provided an overview of the sector's luxury and premium players, uncovering how search strategy has evolved over time. Although watch and jewelry houses in the luxury space are taking different approaches to search, the majority are depending on organic and paid search leads using branded terms to drive Web site traffic (see story).

Swoonery's app, and the possibility of branded platforms created in the same vein, may offer luxury jewelers and watchmakers a mobile discovery solution that maintains exclusivity and targets the correct clientele.

"I think embracing mobile commerce is essential," Ms. Poh said. "People do not have time to shop in bricks-and-mortar stores, only 5 percent of sales happen on monobrand Web sites, and their first interaction with a brand is usually through social media on a mobile device.

"The speed at which things change has increased exponentially and we have to be able to anticipate and satisfy our customers needs and desiresthat's what makes a great customer experience," she said.