

JEWELRY

Forevermark looks into ecommerce

December 6, 2018



Forevermark's EverUs campaign couple. Image credit: Forevermark

By STAFF REPORTS

De Beers Group's Forevermark is hoping to gain further ground in the digital market and the United States with a new Web site.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

An ecommerce site in the U.S. is set to launch soon. The Web site will be the first of Forevermark's own platforms and will include live chat bots and an appointment scheduler.

Forevermark online

As fine jewelry finally catches up to digital retail, Forevermark is hoping to gain some ground with its own site. While it does operate a WeChat page in China for ecommerce, previously it has had no platform of its own.

The company predicts that the site will generate less than 20 percent of its sales, and sees the Web site as a consumer engagement tool rather than a big sales driver. It will launch with only two collections its Forevermark Alchemy collection by Jade Trau and the Forevermark Tribute Collection.

Forevermark's price range on the site will start at \$549 to \$8,650.

Fine jewelry has famously been behind in ecommerce. But many heritage brands like Forevermark and high-end retailers are learning to embrace digital offerings.



Forevermark's India Better Half Within Me campaign. Image credit: Forevermark

For instance, LVMH spotlights high-end jewelry on its multi-brand online platform 24 Sèvres, adding to the growing list of luxury players embracing selling fine pieces via ecommerce, including competing luxury group Richemont.

A report from Technavio last spring predicted that the online jewelry market would grow by 16.59 percent from then until 2021, while Research and Markets forecasts the digital jewelry sector will make up 10 percent of the market by 2020. LVMH's 24 Sèvres is steering into the skid with its fine jewelry launch including designers such as Dior, Celine, Chloé, Gucci and Loewe, many of whom are known for a lack of online presence ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.