

JEWELRY

## Opulent Jewelers invests in influencers on commission basis

January 23, 2019



*Opulent Jewelers adopts to modern technology. Image credit: Opulent Jewelers*

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By STAFF REPORTS

U.S. retailer Opulent Jewelers is hoping to boost its awareness by partnering with lifestyle influencers.

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The retailer is hoping to secure a group of influencers who have significant followings comprised of affluents and high-net-worth individuals. Opulent Jewelers is seeking social users who fit this category to apply for the affiliate program, which will result in a direct commission from the sales that come for the participants' content.

### Influencer affiliates

Interested influencers can go on Opulent Jewelers' Web site to apply to the affiliate program.

The retailer explains that it is only choosing "the best of the best," but has not released a total number of how many influencers it will be adding to its new program. Its announcement states that all interested parties need to do is apply and wait to be checked out by its vetting department.

Any offensive or adult content will not be selected, but Web sites that are aesthetically pleasing with a large social presence are likely to pass through. A minimum of 10,000 monthly users is required.

Those that are selected will receive a 5 percent commission on the sales earned directly from their postings.

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[View this post on Instagram](#)

#Boucheron New Arrivals now at Opulent Jewelers

A post shared by Opulent Jewelers (@opulentjewelers) on Dec 27, 2018 at 2:46pm PST

### *Opulent Jewelers' Instagram post*

Opulent Jewelers notes that its product offerings begin at \$1,000 and can range to more than \$100,000, which could lead to significant earning potential for interested influencers.

The program will use a third-party influencer platform for participants to track their sales and individual commissions.

While Opulent Jewelers is tapping an efficient modern tactic, the strategy has launched years behind many others who have adopted similar programs.

For instance, appliance and electronics brand LG Signature has turned to fashion and design influencers in a new campaign to share how its premium products fit into well-curated lifestyles.

LG Signature products include state-of-the-art appliances and electronics presented in a stylish and minimalist package. The appliance brand is emphasizing its design by partnering with influencers based in Milan, one of the world's fashion and design capitals ([see story](#)).

While influencer marketing has been a major tool in brands' arsenals for sometime now, research shows the tactic is likely to grow even more over the next few years.

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