

MOBILE

Cartier marries tradition, customization for bridal collection app

September 30, 2011



By RACHEL LAMB

Jeweler Cartier is targeting brides-to-be with the release of its Cartier Bridal iPad and iPhone applications that allow consumers to search collections, find the nearest boutique and create their own ring.

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Luxury Daily

The app comprises Cartier's collection of both wedding bands and engagement rings. It is available for free in Apple's App Store.

"In the past six months, I've noticed quite a few luxury jewelry brands developing a mobile app to advertise a new collection," said Doo Kim, marketing and advertising executive at Appitalism, New York. "This is a bit of a new concept.

"It is a huge incentive for anybody in the fashion industry to be kept up to date on the most recent upbringings of something new so they can be aware of what trends are emerging," she said.

Ms. Kim is not affiliated with Cartier, but agreed to comment as an industry expert.

Cartier did not respond by press deadline.

Band marketing

The first section of the app is the Cartier collection.

Users can tap on either the engagement ring or wedding band option and are led to a page with the brand's styles: solitaire 1895, ballerina, declaration, honeymoon, c de Cartier, emblematic rings and exceptional rings.

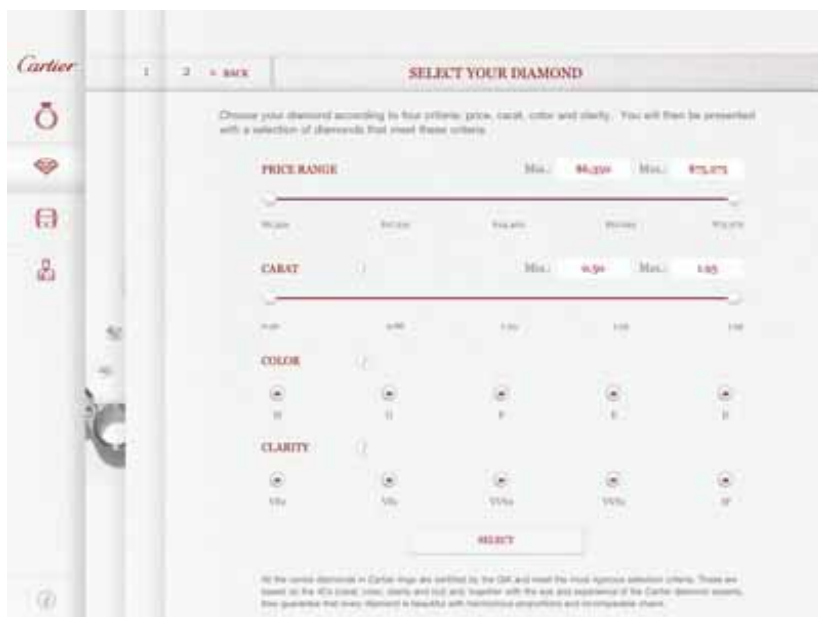


Engagement and wedding rings in the app

Selecting a section brings consumers to a page where they can see the ring up-close and from different angles.

Users can swipe through the variations of the particular style to find the preferred ring.

On the ring's individual product page, consumers can search for a boutique or add the product to their wish list.



Customization features on the app

App users can also discover their ring size by placing an already-owned ring on the surface and matching it to the size on the screen.

Consumers also have the option to customize a ring.

Entering the “Set for you by Cartier” option, users can first select the base setting and then choose the price range, carat, color and clarity.

Depending on the setting, rings can cost anywhere from \$4,025 to \$75,275.

After consumers select the components of the ring, they are able to see the finished product in life size.

Upon completion, consumers are directed to make an appointment at a boutique for more information.

Users are encouraged to save the rings in their wish lists, presumably to show Cartier employees should they decide to visit the boutiques for real-life browsing.

Sparkling work

Although the prime wedding season is over, Cartier may be getting a head start on December holiday or Valentine’s Day proposals.

The brand is following in the footsteps of other luxury brands such as Tiffany & Co. that are reaching out to techy affluent consumers looking to get married with iPhone apps ([see story](#)).

Cartier’s Web site has the same imagery and look-and-feel as its app, encouraging consumers to customize rings and visit a branded boutique to buy a ring.

However, the Cartier Web site goes more in-depth than its app in terms of the four C’s – clarity, cut, color and carat – as well as the brand’s legacy and other ring expertise.

Luxury brands often look to showcase brand heritage and legacy to convince consumers to pay premiums for their products.

Additionally, jewelers can use new mobile technology to keep consumers interested with new lines and collections.

"Luxury brand mobile apps are [also] a great way to generate excitement for a new collection that is about to debut," Ms. Kim said.

"Keeping a loyal fan base is such an integral part of their business that they consistently need to be aware of," she said.

Final Take

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