

INTERNET

## Astley Clarke increases multiple purchases via personalization tool

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By KAYLA HUTZLER

London-based jewelry brand Astley Clarke has rolled out a new customization tool allowing consumers to create their own stacks of rings, share the creation with friends and then buy in one quick step.

[Sign up now](#)

**Luxury Daily**

The ring stacker not only intrigues consumers who wish to play fashion designer, but showcases the full range of Astley Clarke's new stacking ring options. All of the stackable rings are made in-house and allow for up to 3.5 million unique combinations that are geared toward a younger market.

"I wanted to create a contemporary and accessible collection that drew on my love of color and colored gemstones and our own Astley Clarke DNA," said Bec Astley Clarke, founder and managing director of [Astley Clarke](#), London.

"Each and every color, style and gemstone in the Astley Clarke color collection is designed to be layered together in a multitude of creative ways – the raison d'être behind our fabulous new bespoke ring stacker," she said.

"When it comes to stacking color rings there are no rules – it's all about experimentation and seeing what works for you."

Astley Clarke was founded in 2006 as an online jewelry boutique catering to the new tech-savvy luxury consumer. Since then the brand has been featured in The Herald, Harper's Bazaar and Tatler magazines as well as on celebrities such as Nicole Kidman, Elle Macpherson and Amanda Seyfried.

One in a million

The Astley Clarke color collection comprises 70 different styles that have all been created exclusively by the brand for the new generation of luxury consumers.

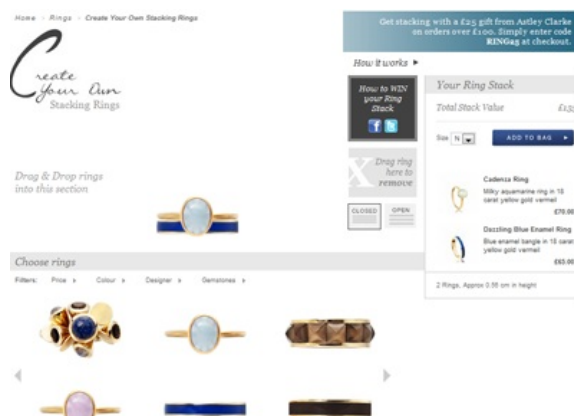
The rings have been designed from the start to be stackable, encouraging consumers to buy not just one but multiple coordinating rings each time.

Astley Clarke's color collection features gemstones such as amethyst, jade, pearl, topaz and turquoise.

The new create your own bespoke ring stacker lets any consumer be their own jewelry designer at <http://www.astleyclarke.com>.

Consumers can easily browse through the stackable rings by price, color or gemstone and then seamlessly drag desired rings into the above creation area.

Should the consumer accidentally place a ring in the area or decide she does not like how that ring looks, she can simply drag it into the delete box.



The shopper can add approximately nine rings to each stack, or up to 3.6cm in height.

The 40 colors and 70 styles allow users to create up to 3.5 million unique ring stacks.

Rings range in price from \$80-\$313.

“Each piece has been carefully considered and features beautiful attention to detail,” Ms. Clarke said. “They are not only unique to Astley Clarke, but also to the wearer.

“This collection is all about personalization,” she said.

Stacks up

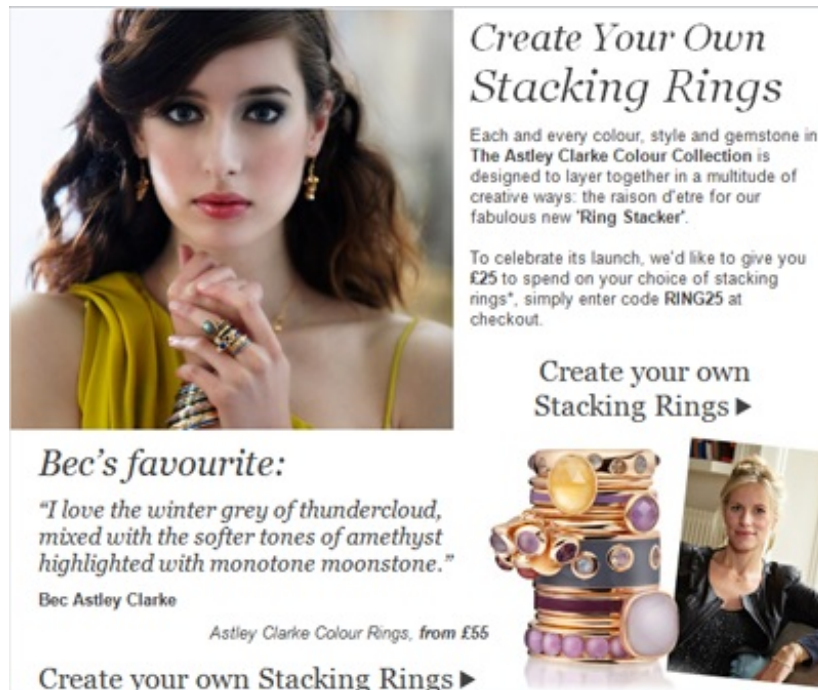
Astley Clarke has been marketing the new customization tool through email, social media and its branded Web site.

The brand sent an email to its customer base earlier this week that announced the new

Web site feature.

The email highlighted Ms. Clarke's personalized stack as well as unique combinations created by Clare Coulson a fashion editor of Hearst's Harper's Bazaar magazine; Mimmi Viglezio, a fashion management consultant and one of Astley Clarke's readily-available personal e-shoppers.

Astley Clarke is also offering a \$34 discount on the stack rings through a special online code found in the email.



**Create Your Own Stacking Rings**

Each and every colour, style and gemstone in **The Astley Clarke Colour Collection** is designed to layer together in a multitude of creative ways: the raison d'être for our fabulous new 'Ring Stacker'.

To celebrate its launch, we'd like to give you £25 to spend on your choice of stacking rings\*, simply enter code **RING25** at checkout.

**Create your own Stacking Rings ▶**

**Bec's favourite:**

*"I love the winter grey of thundercloud, mixed with the softer tones of amethyst highlighted with monotone moonstone."*

Bec Astley Clarke

*Astley Clarke Colour Rings, from £55*

**Create your own Stacking Rings ▶**

The jewelry brand is also encouraging consumers to share the various stacks they create with their friends and Astley Clarke fans throughout Facebook.

This largely increases the reach of the customization tool, but may also increase Astley Clarke's Facebook following.

Facebook is also a good social platform to display these types of game-like Web site features because visitors to the site are often looking to preoccupy themselves.

The same can be done through Twitter.



**Win**  
your favourite  
Stacking Rings

**Step 1:** Create the ring stack of your dreams

**Step 2:** Choose how you would like to enter, and click on...

Facebook  or, Twitter 

Find these 'share' links to the right of your ring stack

**Step 3:** Log in and 'Share'

Don't forget to add @AstleyClarke into your wall post or 'tweet' so we can find your entry.

Now sit back and keep your fingers crossed.

Ms. Clarke will be choosing the two stacks she likes the best and giving them to the creator for free.

The customization tool has not been overlooked by other jewelry brands.

For example, crystal manufacturer Swarovski is boosting its commerce-enabled Web site via charm jewelry that consumers can build online ([see story](#)).

Indeed, these brands are both targeting a younger audience that has the time and the desire to create their own personal jewelry while also encouraging them to buy more than one item at a time.

"We wanted to really celebrate this popular collection and with the launch of our create-your-own tool," Ms. Clarke said. "It gives our customers the opportunity to really have fun with the collection and see where they can take it and try new combinations they hadn't thought about.

"With social sharing through Facebook and Twitter, it is an opportunity for even more potential customers to become aware of Astley Clarke," she said. "We strive to educate and inspire."

Final Take

*Kayla Hutzler, editorial assistant on Luxury Daily, New York*

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