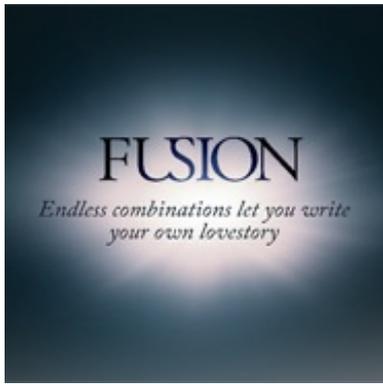


MOBILE

## Georg Jensen marries augmented reality, animation in mobile app

November 13, 2012



By ERIN SHEA

Danish brand Georg Jensen is engaging savvy consumers by combining augmented reality, animation and video in its Fusion Ring mobile application available on the iPad.

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**Luxury Daily**

The app allows users to build their own Fusion Ring and watch it come together from multiple angles. It is available in the App Store and in select Georg Jensen stores in Britain on the brand's personalized iPads.

"The strategy was aimed at creating a simple and beautiful experience, which captured the feeling and functionality of the Fusion ring and acted as a digital introduction to the brand," said Lynne Murray, brand director at [Holition](#), London. "The app supports personal discovery of the brand through play, and encourages store staff to use the tool to interact with customers.

"Augmented reality offers a great way for consumers to play with and review the full design of an object," she said. "This act of interactive play as a retail experience is intended to bring the audience closer to the brand offering a richer experience.

"The Georg Jensen brand is seen to be a leader in this space by creating applications and experience designed to explore and challenge ways of communicating to new and

existing audiences."

Holition is the creator of the Fusion Ring app.

Real-world experience

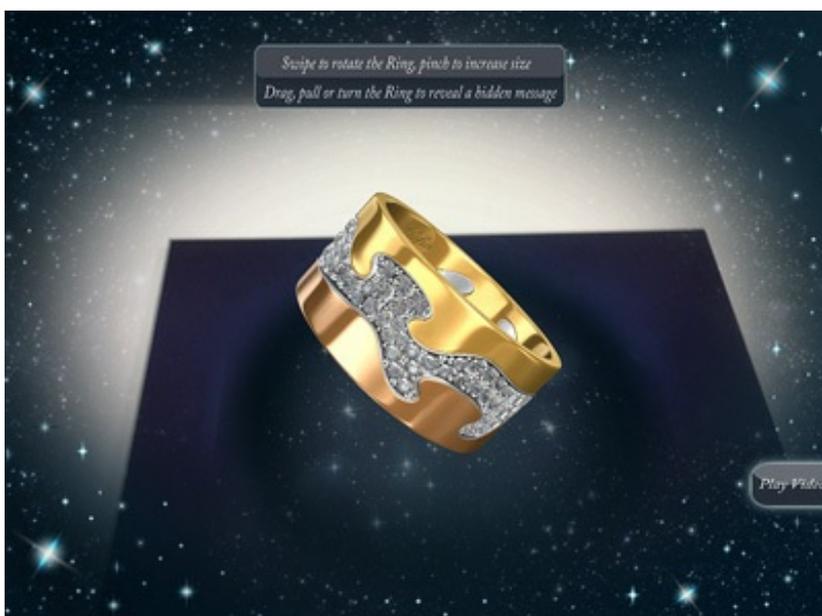
The app lets consumers engage with the product before they make a purchase and immerses them in the brand.

The home screen of the app contains the phrase, "Endless combinations let you write your own lovestory."



*iPad app*

Users can personalize a ring and see it come together through digital animation.



*App*

"At George Jensen we try to re-invent the selling ceremony and take it from the classic black book approach to a 21st century customer experience," said Michaela Wolf, head of communications and global retail project manager at [Georg Jensen](#), London.

The app is being used in select Georg Jensen stores to help consumers connect with the product.

"Our sales associates use the 3D iPad to seduce new customers, deepen the relationship or as a playful tool to close a deal," Ms. Wolf said.

"The app gives us the opportunity to reach out to engage with a young end consumer who grew up with mobile devices and is used to playing with digital tools and exposed to their triggers," she said.

Augmented reality via mobile apps can help customers better understand the product and experience it through a digital medium.

"Nowadays the digital market is the most effective and sensible way of commercial success." said Isabella Lin, content director at [Appitalism](#), New York.

"Augmented reality apps are blurring the boundaries between what is reality and what is computer-generated to improve what users see, hear, feel and even smell so customers can experience the feeling of how the product is reflected on them," she said.

More than mobile

The Fusion Ring app links to the Georg Jensen Web site and advertising campaign.

On the brand's Web site, users can build and customize their own Fusion Ring similar to the mobile app. They can then share their ring via Twitter, Facebook or email.

The brand is also promoting the Fusion Ring through its Facebook page's cover image.



Furthermore, the Fusion Ring app is also being promoted in print. It can be activated through a graphic code in an article in the December issue of Tatler magazine.

The article titled "Another Dimension" lets readers trigger 3D animated jewelry experiences on the app.

What is reality?

Georg Jensen is not the first luxury brand to promote jewelry through an augmented reality mobile app.

For example, precision-cut crystal maker Swarovski pushed its how-to book through companion iPhone and Android apps that let consumers virtually try on jewelry and see themselves as the book's cover model.

The brand is looking to be more accessible to its female consumers through its book called "Multiface(t)s: Style Yourself with Jewelry" and chose mobile to reach this audience for an additional push ([see story](#)).

"An augmented reality app can simply convert digital technology to real life," Ms. Lin said.

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

Embedded Video: [http://www.youtube.com/embed/42ZWno\\_v1Ac](http://www.youtube.com/embed/42ZWno_v1Ac)

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