

MOBILE

De Beers features 2,000 diamonds via in-store bespoke iPad app

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By JEN KING

Jeweler De Beers unveiled an in-store iPad application that helps consumers create a customized engagement ring to promote its bespoke options.

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Luxury Daily

The “For You, Forever” app was designed in collaboration with mobile specialist Somo and allows consumers to compare diamonds and settings while shopping for the perfect engagement ring. The app will likely create stronger ties between customers and De Beers associates, which may result in repeat visits.

“For You, Forever’ extends our in-store clients’ selection to include a range of more than 2,000 diamonds,” said François Delage, CEO of [De Beers Diamond Jewellers](#), London.

“Available in fancy cuts or round brilliants, the service allows the client to find the diamond that is perfect for them, be it according to a specific budget or a given carat weight, color or clarity,” he said.

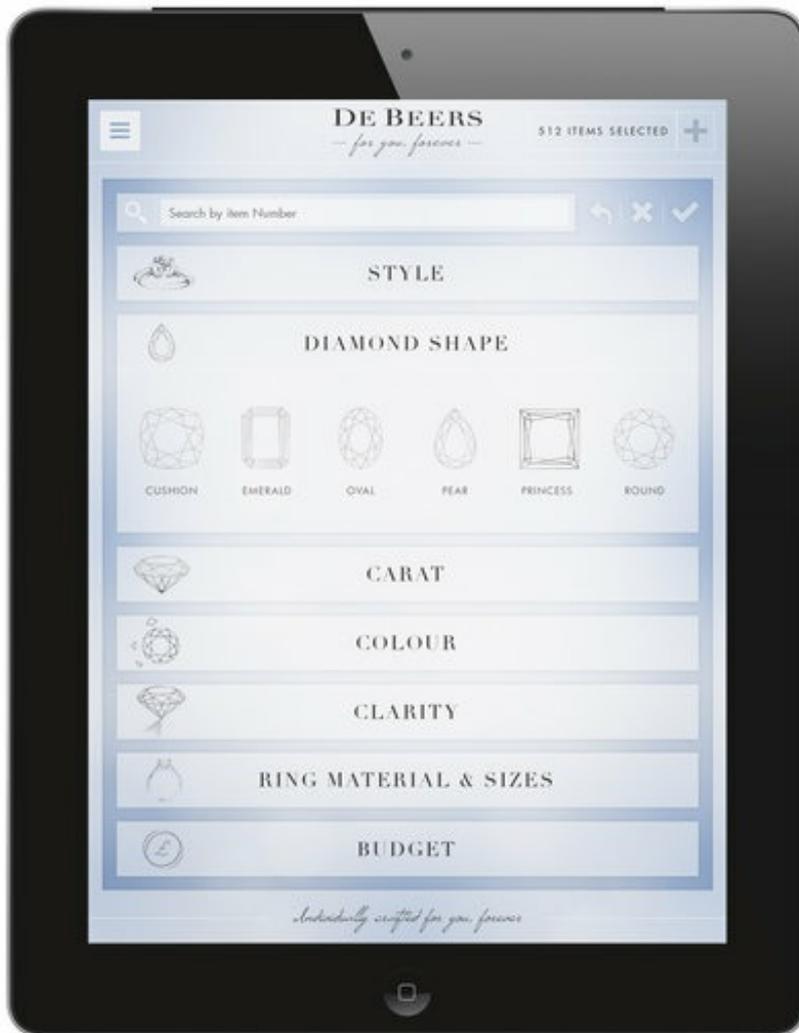
“For You, Forever includes 10 of our most treasured styles, allowing the client to select their favorite design and combine it with the diamond of their choice.”

A diamond is forever

De Beers’ For You, Forever in-store service and accompanying app aids consumers in

hand-selecting the features on their engagement ring.

With the help of a De Beers sales associate, the consumer uses the app to select specific elements of the ring such as setting and diamond shape. All diamonds featured in the app are selected by The De Beers Institute of Diamonds to ensure quality.



De Beers 'For You, Forever' app

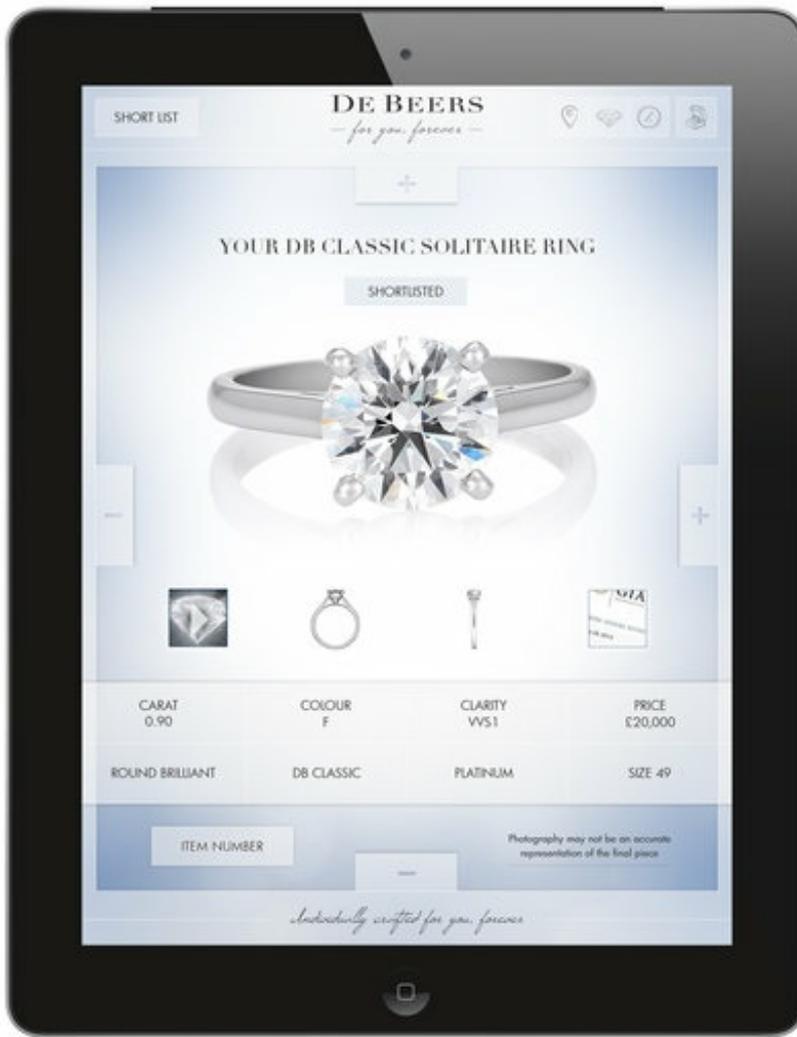
A De Beers associate will use the app during personal consultations to help the consumer narrow down his or her style ideas and wants. Once a style of ring is decided on, the consumer is given an original drawing and the inspiration behind the design.



De Beers For You Forever engagement ring drawing

The For You, Forever service is outfitted with a full range of De Beers diamonds that include Round Brilliant, Emerald and Princess cuts. The app displays all available carats, colors and clarity.

For You, Forever also includes an extensive selection of settings and designs so that consumers can play an active role in each step of the customization process.



A ring selected using the For You, Forever app

Style and diamond comparisons can also be accessed. The De Beers Iris function lets consumers view a diamond through the eye of an expert by replicating the different light conditions of a diamond.

By using the De Beers Iris, the diamond's eight facets illuminate to show its perfection even in low light.



De Beers Iris technology

The app can create a list of favorite styles, share designs and submit the final selection of the consumer's engagement ring for future decisions.

At your service

Brands and retailers are turning to mobile devices and apps to enhance the consumer experience both in-stores and on-the-go.

Moreover, as the percentage of affluent shoppers purchasing on mobile devices continues to rise, the need for well-curated digital applications that mirror the in-store experience will increase.

Bringing the responsive and immersive nature of in-store customer service to apps will help brands foster loyalty across platforms. Education paired with aspects that recreate the service found in-store will engage consumers and likely create repeat users ([see story](#)).

Furthermore, a senior executive from Saks Fifth Avenue at the Luxury Interactive 2013 conference shared the retailer's strategy to amplify consumer experiences in-store by physically replicating its digital presence.

The executive spoke about Saks' in-store technology tactics used to enhance the consumer experience during the "Using In-store Tech to Link the Online and Offline Experience" fireside chat. ([see story](#)).

Though many wonder if digital will eventually soon replace the sales associate, De Beers's iPad app marries the two to reinforce customer service .

“The iPad app provides an efficient and interactive platform for the client to create their unique engagement ring, allowing them to browse with our brand ambassadors to discover the diamond that is perfect for them,” Mr. Delage said.

“Each Round Brilliant diamond features its own Iris video, the exclusive De Beers technology that allows the client to see inside their diamond by shining light into each of the facets, and GIA certificates for all diamonds over one carat,” he said.

“From the app, the brand ambassador can submit an order within minutes, ensuring a quick and premium service.”

Final take

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