

## DE BEERS 'FOR YOU, FOREVER' APP

*Exquisite in-store sales tool to craft the  
perfect ring*

### Problem

De Beers, the Jeweller of Light, launched the exclusive 'For you, forever' service in October 2013, designed to help customers' craft their perfect engagement ring. De Beers tasked Somo to create a luxury in-store experience that reflects the elegance and expertise of the De Beers brand.

### Solution

Somo designed and built a stunning iPad application for use in-store by De Beers Brand Ambassadors. Designed with the customer in mind, the app enables effortless style and diamond comparisons and -- exclusive to De Beers -- the ability to view each diamond through the eyes of an expert using the De Beers Iris.

Slowing down what the eye can see in an instant, the De Beers Iris replicates differing light conditions to illustrate how the perfection of a diamond's cut causes sparkling with brilliance even in low light conditions. Within the app, each diamond has its own Iris video, showcasing the fire, life and brilliance of each De Beers diamond. Customers can create a shortlist of their favourite styles, share designs with others, and reserve their final selection, all through the in-store app. The app is integrated with De Beers backend system and imports data feeds of product data and prices.

It has been set up to regularly update the inventory, to ensure that sold diamonds are not displayed. Diamond engagement rings can be reserved directly through the application, which removes the diamonds from stock.



### Results

Somo and De Beers created a beautiful and luxurious mobile product to enhance the consumer experience in-store. The app, which launched in October 2013, paid for itself in just two weeks and generated 300% ROI in the first 5 weeks post launch. The app has been rolled out across 7 different currencies and 5 different languages.

