

A close-up portrait of a woman with long brown hair, looking upwards and to the right. She is wearing a black top and several pieces of diamond jewelry: a pair of earrings, a necklace, and a ring. The background is dark and out of focus.

MIRRAR

AR Playbook for Jewelry Retailers

Elevating Customer Experiences
with Virtual Try-Ons for Jewelry

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Introduction

In the last decade, the global retail jewelry industry has experienced dynamic changes owing to several factors.

Consumer preferences continue to favor branded jewelry and this is, in part, driven by the influence of social media, improved living standards and spending power, evolving customer interests and shopping patterns.

Recent statistics have shown a significant increase in online jewelry sales, indicative of a shift in consumer demography and a growing consumer preference for digital interactions.

For a long time, the retail jewelry industry was exclusively a brick and mortar business which catered to people with curated and exquisite tastes. However, with the rising influence of social media and E-commerce, audience preferences are changing.

Jewelry retailers must apply innovative approaches to their marketing and customer experience toolkits to remain competitive and profitable.

Augmented Reality (AR) and virtual try-on jewelry technologies, amongst others, are some of the most innovative tools jewelry manufacturers and retailers can apply in their interaction with customers. AR jewelry softwares are making a significant impact in swaying buyer choices and have become increasingly powerful tools that attract and engage customers. Jewelry AR technology is pushing the boundaries of how customer satisfaction can be derived in a business that has its cornerstone largely built on appearances.



The Retail Jewelry Industry at a Glance

Recent reports from Statista indicate that the global retail jewelry market has sustained a steady growth in the last decade but experienced a slight dip in 2020, owing to the COVID-19 pandemic. According to the report, the global jewelry trade was valued at USD 270 billion in 2022 and is on course to rise to USD 330 billion by 2026. In terms of value, rings emerged as the largest product segment in 2022, with a market share of 33.7%.

According to the World Gold Council, India and China lead the world in global gold jewelry demand. Significant data shows that consumer interest in elegant and stylish statement making jewelry is growing in both men and women, particularly in the Asia-Pacific market. Industry experts at Fortune Business Insights have attributed the trend to recent consumer inclinations to luxury goods and lifestyle fueled by social media/e-commerce and a rising middle class with disposable incomes.

Additionally, high cultural significance of jewelry, rising per capita income and spending power of consumers are fueling the growth of the market in Asia Pacific.

Transformative technology has also influenced the growth of the industry. Cloud solutions, Computer-Aided Design (CAD), 3D Printing, and Augmented Reality (AR) are among the most notable technologies that are promoting growth in the industry in recent years. The emergence and popularity of these technologies have been aiding jewelry manufacturers around the world to realize higher profit margins in retail outlets.

Industry experts also believe that a significant shift towards integrating e-commerce in the industry is emerging as a major industry-growth force, impacting the bottom line of both traditional and online jewelry retailers.

Understanding Augmented Reality (AR) in the Retail Jewelry Business

Augmented Reality is a technology that superimposes digital elements onto the real world, creating an interactive and immersive experience for users. In the context of retail jewelry marketing, AR offers customers the opportunity to virtually try on various pieces, visualizing how they would look before making a purchase. This transformative technology bridges the gap between online and offline shopping, enhancing customer engagement and interaction. Customer experience is the top priority in any retail business strategy, and AR tech puts personalized interactions at the forefront of all shopping experiences.

AR technologies used in the jewelry industry include virtual try-on apps, AR mirrors, and interactive displays. In a study published by Thinkmobile, an estimated 61% of retail customers preferred purchasing goods in online stores that provide AR features, than those without it. By incorporating Jewelry AR, retailers can provide customers with an innovative and personalized shopping experience that elevates their brand. However, despite the exciting possibilities Augmented Reality Jewelry presents for jewelry retailers, there are still certain myths and misconceptions surrounding its integration.

AR Integration: Busting the Myth

Myth 1

AR is only for tech savvy customers.

Reality: AR technology has become increasingly user-friendly, making it accessible to customers of all tech levels. Intuitive interfaces and simple instructions ensure a seamless and enjoyable AR experience for everyone, even the tech noob.

Myth 2

AR integration is expensive & time consuming.

Reality: While some AR solutions may have been costly in the past, the growing popularity of the technology has led to more affordable options. Moreover, the long-term benefits and increased customer engagement justify the investment.

Myth 3

AR can replace the in-store experience entirely.

Reality: AR complements the in-store experience rather than replacing it. By offering AR try-ons, retailers can enhance the in-store experience, providing customers with a blend of the physical and digital realms.

Benefits of AR Integration in Retail Jewelry Business

Integrating AR offers various advantages for jewelry retailers

01

Enhanced Customer Engagement

AR virtual try-ons allow customers to virtually wear and visualize jewelry, fostering a deeper emotional connection with the product. 40% of customers consented to pay a higher price for any products they were allowed to preview by AR.

02

Personalized Recommendations and Upselling Opportunities

AR applications can offer personalized jewelry recommendations based on customer preferences and previous purchases, boosting upselling opportunities. Retailers can also offer customizable solutions for jewelry where customers can personalize elements such as metal color, stone and more, while viewing it in AR.

03

Bridging the Gap Between Online and Offline Shopping

AR provides an interactive experience that bridges the gap between online and in-store shopping, creating a seamless and consistent customer journey.

04

AR as a Tool for Marketing and Brand Differentiation

Implementing AR sets retailers apart from their competitors, attracting tech-savvy customers and positioning the brand as innovative and customer-centric.

Factors to Consider When Integrating AR in Your Retail Jewelry Business

To successfully integrate AR into your jewelry retail business, you would have to consider a few factors.



Define Your Objectives

Clearly outline your objectives and goals for implementing AR. Determine what you want to achieve with this technology, whether it's to increase customer satisfaction, drive online sales, or improve brand differentiation.

Know Your Audience

Understand your target audience's preferences and behaviors. Identify whether they are tech-savvy and open to using AR apps or if there might be some resistance. Tailor your AR strategy to meet the specific needs and preferences of your customer base.

Choose the Right AR Platform or Technology

Evaluate different AR solutions and select the one that aligns with your business objectives and target audience. Consider factors such as ease of use, compatibility with your existing systems, and scalability. A tailor-made tech solution for your business is the foundation for bespoke experiences for your customers.

Ensure a Smooth Customer Experience

A seamless and intuitive customer experience is key to winning over AR skeptics. Build teams and systems that promote the benefits of AR and demonstrate its value during the sales process.

Optimize for Mobile

Since most customers access online platforms through mobile devices, ensure that your jewelry AR experience is optimized for mobile devices. This will provide a smooth and engaging experience for users across various devices.

Leverage Customer Feedback

Encourage customers to provide feedback on their AR experience. Use this feedback to make necessary adjustments and improvements to the AR platform.

Stay Updated with AR Technology

AR technology is continuously evolving. Stay updated with the latest advancements and trends to keep your AR integration relevant and competitive.



Jewelry AR Case Studies

CASE STUDY 1:

Tanishq

Prominent jewelry brand in India, Division of Titan Company, The TATA Group

Tanishq continues to use Augmented Reality (AR) technology by mirrAR in various innovative ways to enhance customer experiences and engagement. Some of the ways Tanishq has utilized AR includes;

Virtual Try-On

This feature is available on their mobile apps and website.

AR-based Catalogs

Tanishq has introduced AR-enabled product catalogs in some of its stores. In these select locations, customers can use AR-equipped tablets or devices to explore an extended range of jewelry designs not physically present in the store.

Interactive In-Store Displays

Some Tanishq stores feature interactive AR displays that showcase their jewelry collections in a unique and engaging manner.

Social Media AR Filters

Tanishq has also employed AR filters on social media platforms to promote their jewelry collections and engage with their online audience. These AR filters allow users to virtually try on Tanishq's jewelry pieces through their smartphone cameras, driving brand awareness and user interaction.

Extensive Cross platform application and reach. Tanishq has integrated AR to drive customer satisfaction and overall experience.



Jewelry AR Case Studies

CASE STUDY 2:

Kendra Scott

*US based, Popular Lifestyle, Jewelry
and Fashion brand*

Kendra Scott, a popular jewelry and accessories brand, has utilized Augmented Reality (AR) technology to enhance the shopping experience for its customers since 2020. Here's how Kendra Scott has used AR:

Virtual Try-On

Kendra Scott has implemented AR-powered virtual try-on experiences on its website for safari web browsers. Visitors to the jewelry brand's website can use AR to preview products based on their size, look in dynamic lighting and move. The feature is available first for its earring pieces. According to the company, the choice to try AR with the earrings pieces first is because they allow for the most dynamic movements.

The feature has sufficient facial movement and recognition. It works fairly well and with minimal lags.

However the features has limited application. The feature works only for their earrings pieces, although in the future, it is expected that they will add necklaces, bracelets, rings and other items. They would also need to expand the scope to other browser options and on their mobile app.



Jewelry AR Case Studies

CASE STUDY 3:

Blue Nile

Bespoke diamond rings and jewelry, One of the biggest online jewelry retailers, Acquired by Signet

Blue Nile, a majority online jewelry retailer specializing in diamonds and engagement rings, has used Augmented Reality (AR) technology to enhance the customization process for their customers. Here's how Blue Nile utilized AR:

AR Diamond Engagement Ring Try-On

Blue Nile integrated AR technology onto its website and mobile app, allowing customers to virtually try on engagement rings. This feature helped customers visualize the ring's appearance and how it would complement their individual style.

Customization and Personalization

Customers could customize to create their own unique ring by mixing and matching different diamond shapes, sizes, and ring settings.

Diamond Comparison and Visualization

Blue Nile's AR technology enabled customers to compare different diamonds side by side and examine them closely in 360-degree views. This feature allowed customers to make informed decisions about the diamond's quality, cut, color, and clarity.



mirrAR is Revolutionizing Shopping Experiences

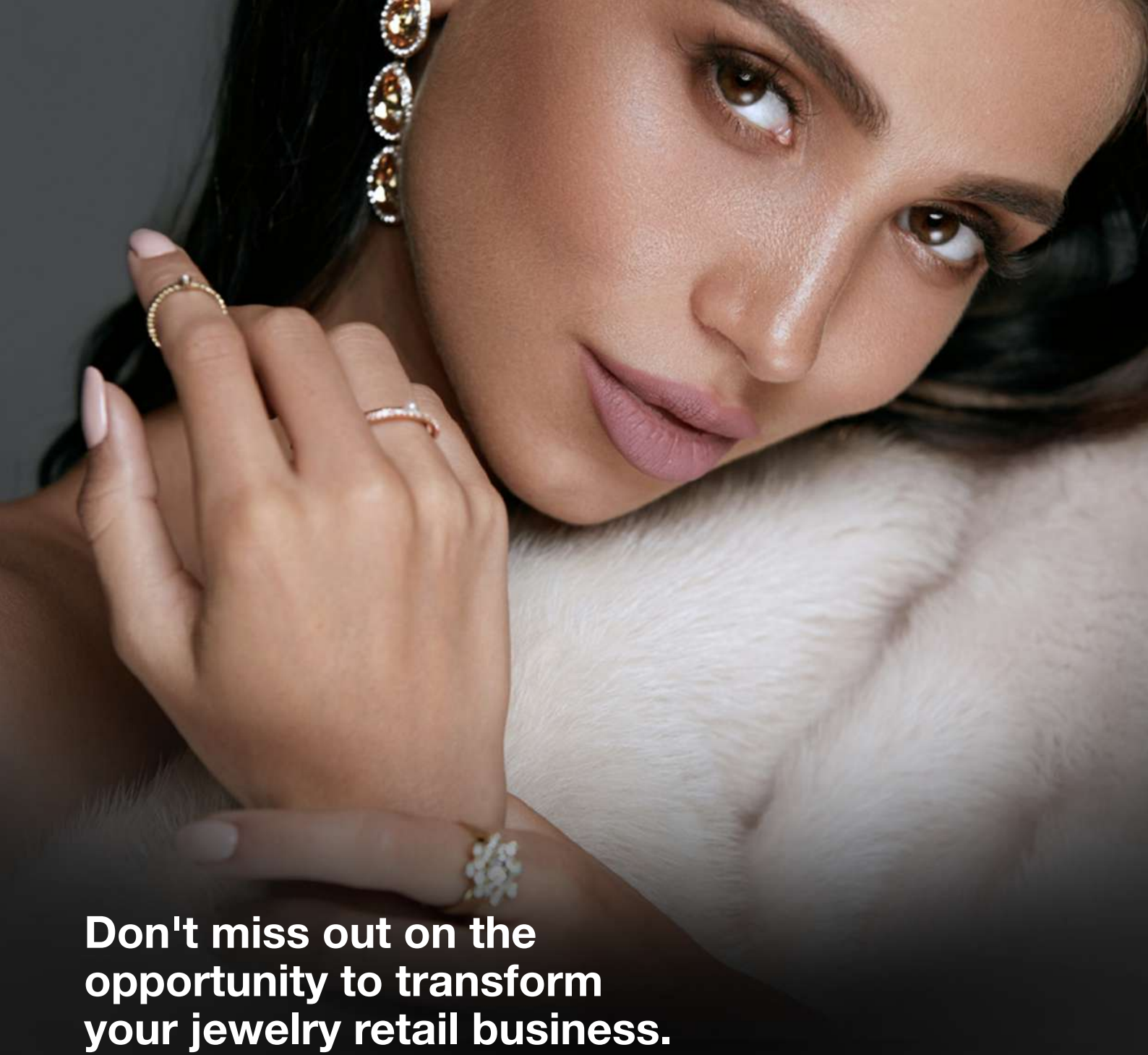
Introducing mirrAR, the cutting-edge augmented reality (AR) platform designed to revolutionize your customers' retail experience. Elevate your jewelry retail experience with effective AR technology solutions. .

Why should you Invest in the Technology?

mirrAR is an innovative AR solutions provider tailored specifically for the jewelry, fashion and beauty, industries. It seamlessly integrates with your existing retail ecosystem, transforming how customers explore and try on-sale pieces. With mirrAR, your customers can enjoy an immersive and personalized shopping experience that bridges the gap between online and in-store interactions.

How does it Work?

mirrAR boasts a user-friendly interface that empowers customers to virtually try on jewelry, fashion or beauty pieces in real-time. For jewelry, by leveraging advanced AR and AI technologies, mirrAR superimposes digital elements onto live video feeds, allowing customers to see how necklaces, rings, earrings, and more would look on them before making a purchase. This interactive and visual approach fosters a deeper emotional connection with the products, reducing purchase anxiety and boosting overall customer satisfaction.



**Don't miss out on the
opportunity to transform
your jewelry retail business.**

MIRRAR

India | USA | Italy | UAE | The Caribbean

Write to us: info@mirrar.com

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