

VOICE OF THE AUSTRALIAN JEWELLERY INDUSTRY

DECEMBER 2017

Jeweller



Wild ride

RETAIL HAS CHANGED FOREVER,
ADAPT NOW TO SURVIVE



Maverick

EXCLUSIVE ONE-TO-ONE WITH
DIAMOND 'REBEL' MARTIN RAPAPORT



X factor

SCOURING THE GLOBE FOR STORE
DESIGNS WITH X FACTOR



Butani

Name: Stefano Tordiglione

Position: creative director, Stefano Tordiglione Design

Country: Hong Kong

When was the renovated space completed? The space was renovated in 2015.

Who is the target market and how did they influence the store design? The Peninsula is one of the top luxury hotels in Hong Kong. The visitors and guests are affluent with fine taste of quality; they travel a lot and have a good understanding and exposure to luxury life. The aim is to make an elegant and high-end boutique to attract these customers.

With the relationship between store ambience and consumer purchasing in mind, which features in the store encourage sales? As most of the customers are women (obviously), it was important to create a warm and welcoming space so customers could relax. The overall brown/beige colour is comfortable in leather, wood and metal. A large piece of marble is used at the façade to highlight the luxury of space. The secret of making the space comfortable also lies in the use of thick carpet – every woman knows how good it feels to walk on thick carpet after a long day of shopping.

What is the store design's 'wow' factor? The use of mirror and reflective materials; the shape of our boutique is narrow and long, which made the design challenging. We have incorporated mirror and mirrored-finished materials to enlarge the space.

Denovo Diamonds

Name: Caryll Martinez

Position: creative director, Denovo Diamonds

Country: Philippines

When did the store open? The Denovo Diamonds flagship store opened in June 2016.

Who is the target market and how did they influence the store design?

Our target market is men. Specifically, men who buy jewellery for women, whether it is for proposals, weddings or anniversaries. Denovo Diamonds developed a unique store design that is sleek and architectural so that men passing by would gravitate towards our store and would not feel intimidated when they walked in. We don't want just to sell product; we want consumers to have a memorable experience.

With the relationship between store ambience and consumer purchasing in mind, which features in the store encourage sales? Denovo's store design deviates from the natural norm of a jewellery store where one would find its staff behind glass counters. This little change allows more interaction between the customer and our jewellery consultants, making the sales process less overwhelming. There is a consultation area at the back of the store where clients can sit in privacy. We also see diamond jewellery as comparable to art in that the jewellery is displayed and laid-out in a way that resembles an art gallery, contributing to our very unique and luxurious store ambience.

What is the store design's 'wow' factor? The definite 'wow' factor in our store is the three-dimensional walls that have black glass mounting with white, triangular light boxes. These resemble the facets of a diamond and the black glass accents the white showcases to draw the consumer's eye to the products.



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