STEIN DIAMONDS SUCCESSFULLY LAUNCHES WITH A "BUILD A CUSTOM RING" CONFIGURATOR

https://www.steindiamonds.com/

Stein Diamonds is one of the industry's most luxurious jewelry retailer brands that sells high-end watches, engagement rings, and custom jewelry. With a new Adobe Commerce website, the brand's website is equipped with fully enhanced features allowing customers to build their own custom diamond earrings and rings.

THE CHALLENGE

As a luxury brand offering high-end jewelry, Stein Diamonds needed to migrate their website onto Adobe Commerce with added custom features to enable a new buying experience for their customers. They wanted to create a unique and engaging shopping experience for their customers where they could configure their own rings or earrings, and also improve their site's functionality.

AT A GLANCE

PROJECT FEATURES

→ Diamond Stud Builder
   → Engagement Rings and Earrings
→ Customizations
   → Home Page: Hero Banner, Diamond GIFs, Custom Themes
→ Site Migration

ECOMMERCE PLATFORM

Adobe Commerce

CLIENT

Stein Diamonds

THE SOLUTION

Silk worked with Stein Diamonds to create a custom diamond stud builder for earrings and rings allowing users to build their own diamond earrings and rings by selecting the diamond shape, cut, clarity, color, metal type, and other attributes. The builder also includes a pricing table that updates as users make selections. Additionally, Silk was able to help Stein Diamonds redesign their homepage with a video hero banner and diamond visual GIFs.

DIAMOND STUD BUILDER

THE USER WORKFLOW

This workflow allows customers to seamlessly create and build their own ring or earring combination. Customers can select the diamond, choose the color, and review the overall look of the product before purchasing.
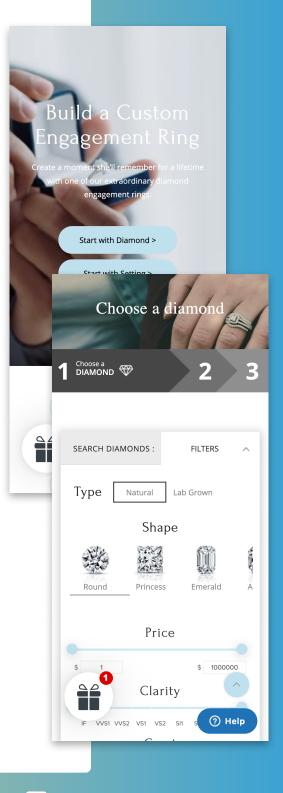
INTEGRATION WITH WRAPNET

Silk was able to integrate Stein Diamond's website with Wrapnet, the online source for all diamond-related items, allowing users to choose and customize the shape of their diamond.

PRODUCT DETAIL PAGE (PDP)

Integrating with Wrapnet allowed for different CTA's for "add to bag" or "add to ring" features. With added information on the different colors, cut, and clarity of the diamonds, it made it easier for users to understand the product.