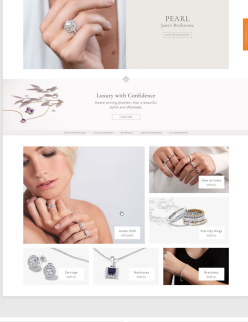


THE DIAMOND STORE

Building retail confidence

Online jewellery retailer, The Diamond Store, approached Deep to evolve the brand to increase sales on its ecommerce platform. The rebrand and redesign of the website led to a change in purchasing such a significant commercial uplift.



+78%

MOBILE SALES

+91%

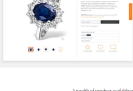
REVENUE

+58%

ONLINE TRANSACTIONS



During the rebrand, we identified an opportunity to change the customer's perception of the brand, and by refreshing the identity, the message and the content we could achieve a higher average purchase price, up-sell products and convince users to become repeat customers.

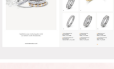


A wealth of product available means that we had to very carefully work through the user journeys and on-product messaging – customers had been overwhelmed previously with too much information. We identified key ways to help guide our key personas through to purchase.

THE DIAMOND STORE

LONDON

In tandem with the new site design, we planned and art directed a lifestyle and product shoot that focussed on the most popular categories, this allowed customers to see combinations of jewellery and feel more inspired by the brand. This content could then be repurposed in our direct mail and email newsletter designs that drove traffic to the website.



"Deep had their finger on the pulse as to what trends and looks were current in the UK fashion and luxury retail world and always deliver projects in time and with constant communication."

SARAH HOSKINS, FOUNDER
THE DIAMOND STORE

PRODUCT SERVICES

Brand Positioning
Brand Identity
Creative Direction
Design for Print
Packaging
User Experience (UX)
Website Design
Photography Art Direction