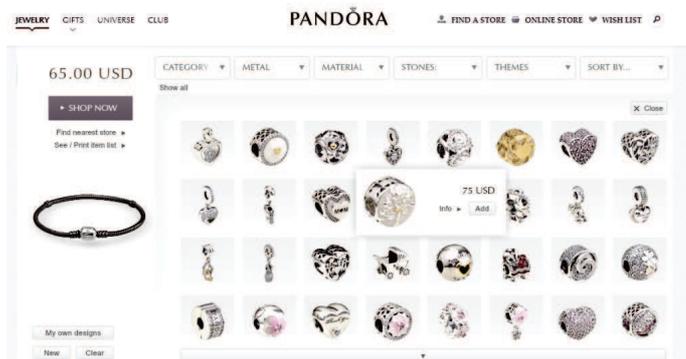


## Embracing the rush to personalisation

For thousands of years, jewellery has been customised to offer the wearer a unique and meaningful experience. Independent jewellers have always been able to exploit this discerning market segment. By all accounts however, the quantity of big spenders has dwindled to a trickle and creative solutions are needed to protect once buoyant cash flows.

It's not just the jewellery industry that has had to change. Direct to garment printers are making personalised t-shirts, personalised corporate gifting and trophies. This is well established and now the technology is available for jewellers to do the same.

But to illustrate the power of customisation and personalisation, look no further than pandora.net. Now sold in more than 70 countries and with over 10 Billion USD sales, personalisation is created because users can create their own bracelet which will more than likely be unique.



So what is the next step for jewellers?

Firstly, to realise that personalisation is creating genuine meaning through customisation. Secondly, to acknowledge that customers are looking for longer lasting, sustainable, personalised items. Thirdly, social media has shown us that engaging with clients over time is the surest way to build a viable ongoing sales platform. All of this results in a happy client with a personalised item that is (to the wearer) a priceless gift, and to the jeweller an opportunity to maintain a relationship and ultimately sell the "big ticket" item.

New business opportunities exist however, because whilst the technology exists to personalise jewellery and most metal items, it has only been adopted by a few manufacturing jewellers. The fact is that desktop portable engravers are now available which present to the independent jeweller (in a way that chain stores can never compete with) the opportunity to cash in on this 21st century personalisation trend.

Where there is personalisation there is service and satisfaction. By leveraging the client's demand for a personal and individual experience, jewellers can build and add new layers to their business. Furthermore personalisation is a cash cow. With low technical demands, who would turn down a R250 engraving opportunity for 5 minutes work coupled with intense customer satisfaction, mainly because the item can be customised and will be ready in 10 minutes and not 10 days!

Every independent jeweller can become part of the micro-manufacturing revolution happening now.

There are many engraving solutions available, but what customer wants to come back in a week to collect their precious item? Also, most of these solutions use expensive diamond tips and so on but none compare to the ease of use, variety of output, client satisfaction generating ability and cash potential as a fibre laser.

The fibre laser's potential can best be illustrated by the following popular client requests : Couple's fingerprints, pet's paws, photos, signet ring engraving, inside ring engraving - are all simple with a fibre laser.



Perhaps it's time to reflect on comments made by the editor of vogue magazine, the bible of style, who says that personalisation has reignited a love for, and interest in jewellery, encouraging jewellers not already doing so to cash in on the demand.

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