

Everyone has a story

Let them tell their story - how NZ company ASTRA Jewellery reaches the younger crowd in retail stores.

Young people are all buying jewellery online these days, right? Right. And while online stores are an excellent way to showcase, buy, sell and discover the perfect style accessories, there are many fantastic physical stores out there looking to reach their target markets - and keep their attention.

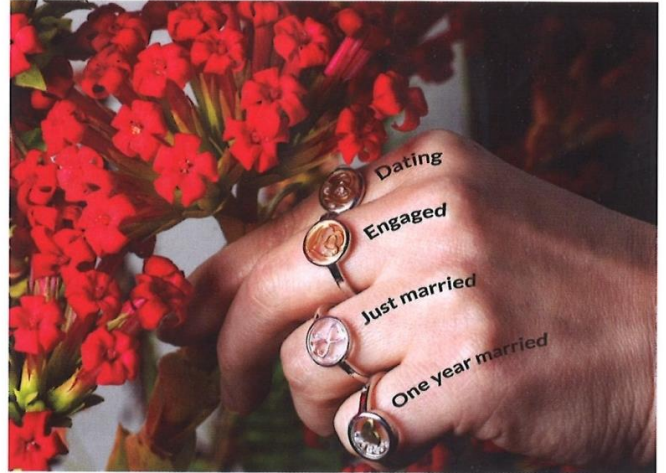
For ASTRA Jewellery, last year's winner of the UK Professional Jeweller 'Emerging Jeweller of the Year' award, engaging with a younger audience in the physical retail space is all about appealing to their need to define 'their story'.

Personalisation is a major trend and, with a strap-line of "Everyone has a story", ASTRA offers customers the opportunity to express themselves with every piece of jewellery in its collections.

Every ASTRA design comes with a unique story that speaks directly to the aspirations, life story, passions, milestones and special occasions in women's lives. Each story is different and, also through layering of jewellery, the customer can choose the pieces that define them - or even describe who they would like to be. This makes ASTRA an incredible gifting product as well as high-value personal treat for consumers.

So, what does that look like in a physical retail context? Unsurprisingly, the shop display plays a vital role in reaching the younger audience. ASTRA products are displayed by grouping them into seven categories or seven stories: Family/Friend stories, Love stories, Birthday stories, Passion/Hobby stories, Anniversary stories, Faith/Luck stories and Wedding stories.

Each of these categories communicates strongly with the customer's need for personalised treats and meaningful gifting. And, for the youthful audience, the ASTRA story categories match



with buying behaviour. Younger audiences research online, using search engines and social networks to inform their buying, which means that ASTRA's detailed and emotive stories provide the extra product information both customers and retailers need for greater engagement - online and in-store.

To enhance the ASTRA brand concept: 'Every one has a story', each piece of ASTRA jewellery is offered with name engraving and comes with a story card explaining the design and its symbolism, and includes a gift card allowing consumers to add their personal message. All are kept in a stock book-look package.

By paying close attention to the way younger shoppers explore and create their unique stories, ASTRA continues to grow its audience both online and in physical retail stores.

For further info contact: Sravan Santhosh at sravan.s@astrajewellery.com, Tel: 64 4 499 6188.