

VIRTUAL REALITY TELLS THE JOURNEY OF EVERY DIAMOND

GN Diamond is proud to unveil a virtual reality experience that will immerse your clients in the story of the diamond they will buy.

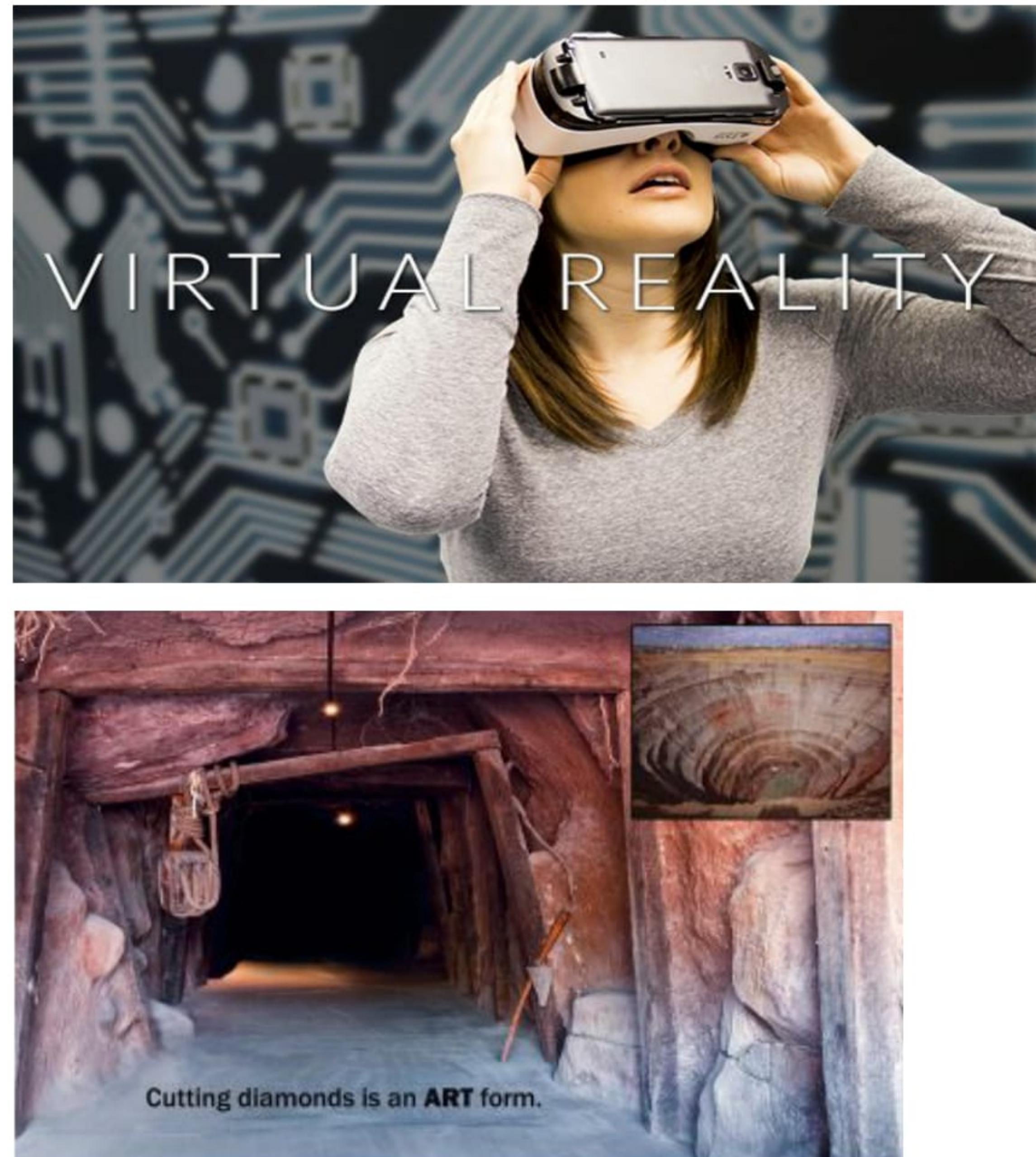
Jewelry stores that have been open since the time before the internet may remember when a family stayed loyal to their jeweler. It used to be that a person trusted their jeweler's reputation and bought exclusively with one store. But our youngest generation of adults has different consumption patterns than their parents.

When Millennials purchase diamond jewelry, they care less about the brand and more about the story of the diamond. Millennials seek to have a deeper understanding of the objects around them. The brand loyalties of their parents do not interest them. Rather, they hunt for life experiences.

Virtual reality can bridge the gap between the way retailers have been doing business for decades and the life experiences that Millennials consumers crave.

Our innovative virtual diamond story can be used with or without a VR headset. We will send our partners a link to the virtual reality story that should be viewed on the YouTube app. Once the video has loaded, users will be able to move their phone or iPad in all directions to view the footage as if they were standing there.

This unique experience helps customers feel more connected to the diamonds, more personally invested in them. Understanding the journey that each diamond takes gives customers a greater appreciation for the stone they are purchasing. For Millennials in particular, this virtual reality experience gives them the abstract background they are seeking.



Virtual reality helps retailers compete with internet-based retailers. When items are available for purchase on Amazon, Blue Nile, or other internet-based retailers, the technology of the website makes the sales pitch less invasive, easier to navigate, and flexible to the interests of the customer.

The tech tools implemented by GN give our retail partners the ability to compete in that atmosphere created by online retailers. Virtual reality plus diamond story creates informed, qualified, and interested customers.