Consumer Experience & Personalization

Apr 14, 2017 – Kapil Hetamsaria, Founder-CEO (VelvetCase.com)

400 brands from 25+ cities

100000+ products

5000+ happy customers

India's leading 'jewellery only' online platform

Single minded focus on the Consumer

Category Expansion

Gold & Diamond

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Silver, Platinum, Premium Fashion

Started as just another online jewellery company with gold and diamonds

Quickly realized, after consumer interviews, focus groups, surveys we found that the modern consumer cares about **"get what is promised", doesn't matter whether its gold or diamonds or silver jewellery**. Consumer purchase behaviour spans across categories in jewellery and we were not really offering that.
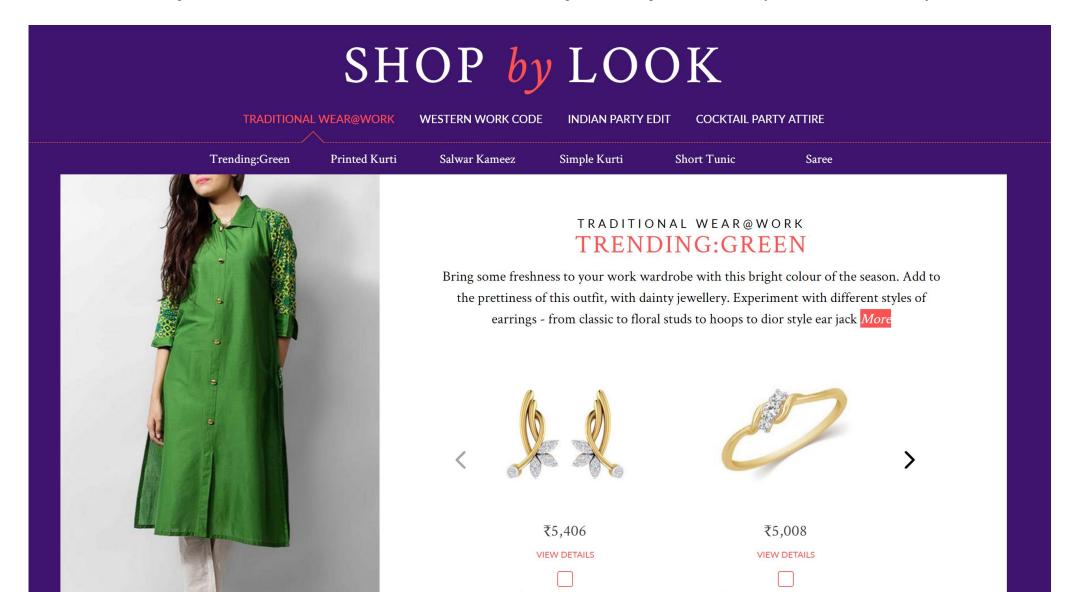
Customized & 3D printed jewellery

In jewellery, every consumer **cares about being unique** and hence we offer complete customization and **"absolute freedom to get what you want"**

We invested in techniques for a customer anywhere in the world to try on a jewellery design using **3D printing techniques**. Example: we converted a customer in Singapore for a 15 lakh order using our 3D printing manufacturing techniques.
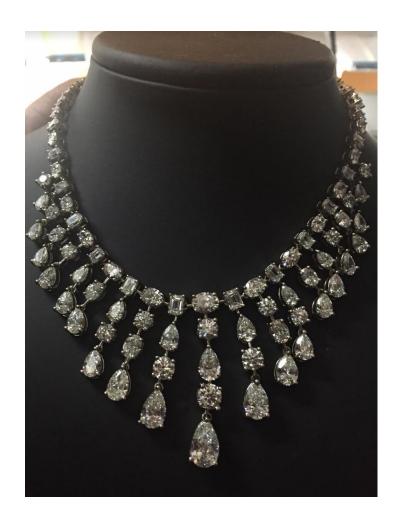
Shop by Look – consumer side innovation

A **new way for the modern consumer to discover jewellery**, curated by our in house stylists

SHOP *by* LOOK

TRADITIONAL WEAR@WORK   WESTERN WORK CODE   INDIAN PARTY EDIT   COCKTAIL PARTY ATTIRE

Trending:Green   Printed Kurti   Salwar Kameez   Simple Kurti   Short Tunic   Saree

TRADITIONAL WEAR@WORK
TRENDING:GREEN

Bring some freshness to your work wardrobe with this bright colour of the season. Add to the prettiness of this outfit, with dainty jewellery. Experiment with different styles of earrings - from classic to floral studs to hoops to dior style ear jack More

₹5,406   ₹5,008

VIEW DETAILS   VIEW DETAILS

A 1.62 Crore order – online!

Whatsapp drove this for us, and in fact once published in media, Neeraj Arora, the VP of Whatsapp reached out to us to confirm the sale!

1052 designs exchanged

12 decision makers on one group

8 days from design to final product a record in the industry