

TryARing

PRINT &
DIGITAL
PRODUCTION SERVICES

at a glance

Giving e-Life to content over the past two decades.

CLIENT

A US based jewellery retailer wanted to have his catalogue of rings available for his customers to try on before making a purchase

THE CHALLENGE

The retailer had both ecommerce and brick & mortar store presence and wanted to ensure that both were supported. Customers who came to the store and could not be attended to immediately would simply look at the display and leave, without having the chance to see other products. On the eCommerce site, it was not possible for users to visualize how rings would look on their fingers.

OUR SOLUTION

Reality developed an app called TryARing for both desktop and web, wherein users could virtually try rings from within the retailers' catalogue and also had the option of customizing products wherever possible. The parameters made available for customization on select range were cut, carat and setting.

