

Press release

DELANCE - CONFIGURATOR: TOWARDS A LUXE 2.0

When the luxury market turns to customization

Delance shows the creative in you: Customize your watch at <http://www.delance.com/configurator>

Delance has quickly understood the benefit that a luxury brand could get from the Web 2.0. It invests early in social networks like Twitter and Facebook. It is the conversational marketing era and Delance discusses, shares, exchanges and listens to its public.

Today Delance makes a step further by offering its clients since the 1st of July to become co-creators of their watches. The Configurator developed on the Internet allows them to create the watch of their dreams. Based on his famous diamond shape the "Configurator guides the client in expressing their desires and helps them to achieve them through an intuitive navigation. Over 130 combinations are possible: choosing the number and location of stones, dial, precious metal, cabochon bracelet and custom engraving of 3 lines on the back of the watch. Each time an item is selected, the price is displayed in a dedicated insert in addition to the ones previously selected. Once the jewel is completed, the user validates the model. The Configurator can even save its creation in a virtual safe and with the possibility to access it later to make further changes before the final purchase. In case of very specific demand, the designer, Giselle Rufer, accompanies and performs the craziest creative desires, upon request.

By enabling the access to the territory of expression reserved until now to the brand, Delance strengthens its relationship with its customers and confirms itself as an avant-garde and visionary brand.

Even if DELANCE watches are only available to women, gentlemen are not forgotten so far ... a special "Gift" Tab is at their disposal. The amount is defined by the customer in the currency of their choice among four proposed currencies. The method of sending the gift voucher is possible by mail or email.

The Configurator will enrich with new features and customization elements. To keep you up to date with Delance news, you can follow the brand on:



http://twitter.com/Delance_Watches



<http://www.facebook.com/DelanceWatches>