



ENGLAND DIAMOND COMPANY

Buy Authentic Bespoke Jewelry Now... Anytime, from Anywhere! On-line!

Economy trumps tradition as more top-of-the-line jewelers are opting for cost-effective cyber shops to showcase and sell their beautiful diamonds. ERIC NG speaks about his brand's success with the discerning Hong Kong market.

England Diamond Company is a professional diamond jeweler that makes use of its exceptional e-Commerce know-how to set itself apart from traditional trade.

“Our business model is O2O (online to offline), where we find, engage, and make deals with our customers online, then bring them to our location in Hong Kong to complete the entire purchase experience”, says Eric Ng of England Diamond Company, the brand that’s quickly carving a niche out for itself.

“We are able to reach out to customers not only in Hong Kong, but also in mainland China, Australia, America, and around the world. This powerful business model helps expand our reach while allowing us to engage with customers by using the latest innovative technologies,” says Ng.

View to a Skill

He says: “We pride ourselves on the depth and breadth of our loose diamond offers. We have nearly 30,000 pieces of high quality, GIA-certified diamonds listed online that our customers can use to set into our beautiful ring and jewelry designs.”

Traditional jewelers may carry only a few dozen certified diamonds in stock, so their sales people are limited in the choice they can offer – even though this may not be the best match for the customer.

“But for us, our massive diamond range covers almost all the diamond specifications one person could ever need. This means our jewelry consultant can freely and objectively advise customers on the diamond shape, color, clarity,



weight, cut, fluorescence, polish, and so on that would best suit their physical characteristics, preference, and budget.”

Full Disclosure

“In the jewelry trade, some retailers tend to be ambiguous when it comes to revealing certain details of a diamond, since only then can an exceptional margin opportunity be created. But we believe in full disclosure of information, including transparent pricing, so our customers can make an educated purchase.

“That’s why not only do we let customers freely download the GIA reports of the diamonds on our website, we can even provide details beyond what a GIA report may have stated. This could be the color of a crystal in a diamond (black or red is, of course, not so desirable), the particular tinge of a diamond (sometimes even diamonds of the same color grade could have a brownish or greenish tint), or the size of a particular flaw, which impacts a diamond’s value. In addition, for diamonds bigger than 1 carat, we can provide high definition pictures online

so a customer may view the diamond without the need to physically visit our diamond viewing room.”

Building on Trust

For the less jewelry-savvy, England Diamond offers diamond-related education on its website, delivered by video, pictures and interactive materials. Its jewelry consultants can be reached through online chat tools and other instant messaging tools such as WhatsApp and WeChat, whenever customers have any queries about the diamonds they are seeking.

“To give our customers further protection, we promise to give a refund in the event that the diamond they have purchased does not match the specifications as outlined in the GIA report. Furthermore, should a customer decide to upgrade to a bigger diamond in the future, they may benefit from our lifetime upgrade program too,” says Ng.

He acknowledges customers still have doubts about online purchases of such high-value goods, but that is something that England Diamond has overcome.

“There certainly may be doubts whenever a customer considers paying for such high-value items online without having visited us in person and seen the diamond with their own eyes. However, we have resolved their concerns, and have proven that a high level of trust can be gained through being transparent and offering a top-quality service. Both customers and merchants stand to benefit when they embrace the new opportunities of trust building offered by blending traditional attention to detail with the latest in modern technology,” concludes Ng. ■

For additional information please visit www.EnglandDiamond.com