



A JEWELLERS
— LONDON —

SUCCESS STORY | APRIL 2023

**A Jewellers strikes gold
with lightning-fast catalogs
and in-app editing for
seamless order fulfilment**

Founded: 2008

Headquarters: Hatton
Garden, London, UK

Industry: Fashion
and Apparel

From Local Gem to Global Phenomenon: The Rise of A Jewellers

Founded in 2008 by Abtin Abbasi, this European sensation has quickly become the top choice for celebrities, artists, and sports stars looking for [custom jewellery](#) and [luxury watches](#).

Crafting exquisite jewellery using the finest materials and cutting-edge technology, A Jewellers has successfully disrupted the century-old, well-entrenched jewellery industry with its [modern outlook](#) and [trendy designs](#).

With a passion for creating unparalleled jewellery products, A Jewellers has won the hearts of many customers and has become a go-to place for [premium accessories](#).

Key Business Outcomes



Smooth product data distribution



Seamless migration from legacy systems



Reducing time to update the catalog content



Automating and streamlining time to market



Meeting variable marketplace platform requirements

Business Challenges

Creating a modern eCommerce store with spot-on digital catalogs

A Jewellers sought to revolutionize their eCommerce strategy by implementing a comprehensive online marketplace designed to provide unparalleled security, flexibility, and reliability for their valued customers.

To achieve this, they needed a comprehensive solution to address their need to store substantial digital assets.

As a luxury jewellery brand, digital assets are the bulwark of A Jewellers marketing and promotional activities. Therefore, having seamless access to the stored assets for rapid distribution and bulk modification was necessary.

They were also required to seamlessly migrate their product catalogs from legacy systems and preprocess and organize the data to be ready for multiple marketplaces and digital channels.

This process, while crucial, presented significant challenges in terms of time and manual effort. However, A Jewellers were determined to ensure that the unique elegance of their products was accurately reflected in a visually attractive manner.

Finally, they wanted to ensure the platform provided dynamic capabilities for uploading catalogs, prices, and images from multiple raw sources.



Netcore Unbxd PIM Solutions

Equipping brands for order fulfillment at scale

Netcore Unbxd kicked off its Product Information Management (PIM) solution by seamlessly supporting data migration from their local system and Enterprise Resource Planner (ERP) to A Jewellers digital store which is hosted on the Shopify platform.

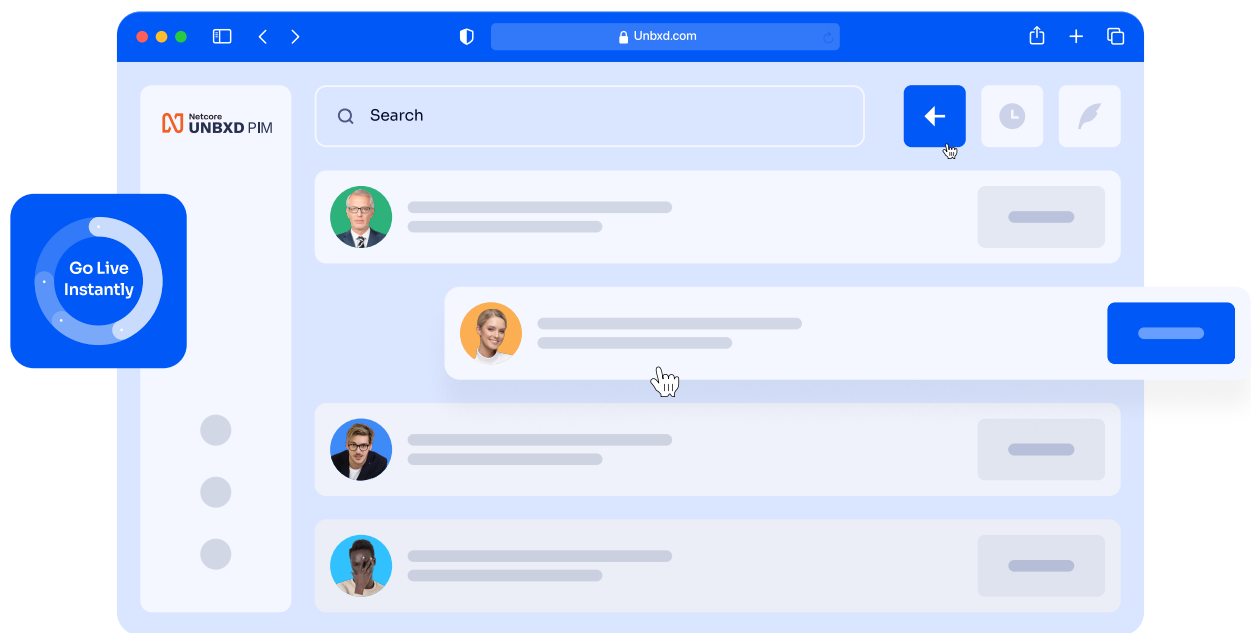
PIM platform enabled them to upload multiple vendors' firsthand watches and second-hand watches format, and they could [automate the inventory and pricing updates](#).

A Jewellers used the one-stop PIM platform to [sell on multiple destinations and channels](#) within Shopify by just clicking the templates and saving all the configurations separately.

They could also use separate templates for pricing, simplifying the entire process of uploading, updating, and verifying products on the Shopify platform in one go.

These steps were crucial for creating a polished, market-ready digital catalog for distribution.

Utilizing the advanced **AI-driven** capabilities of Netcore Unbxd PIM, the data was preprocessed and made consistent, organized, and error-free, ensuring a seamless customer experience.



Organized Product Groups to keep confusion at bay

Netcore Unbxd featured brand and category-specific Product Groups for organized accessibility and advanced filters for **managing specific product segments**.

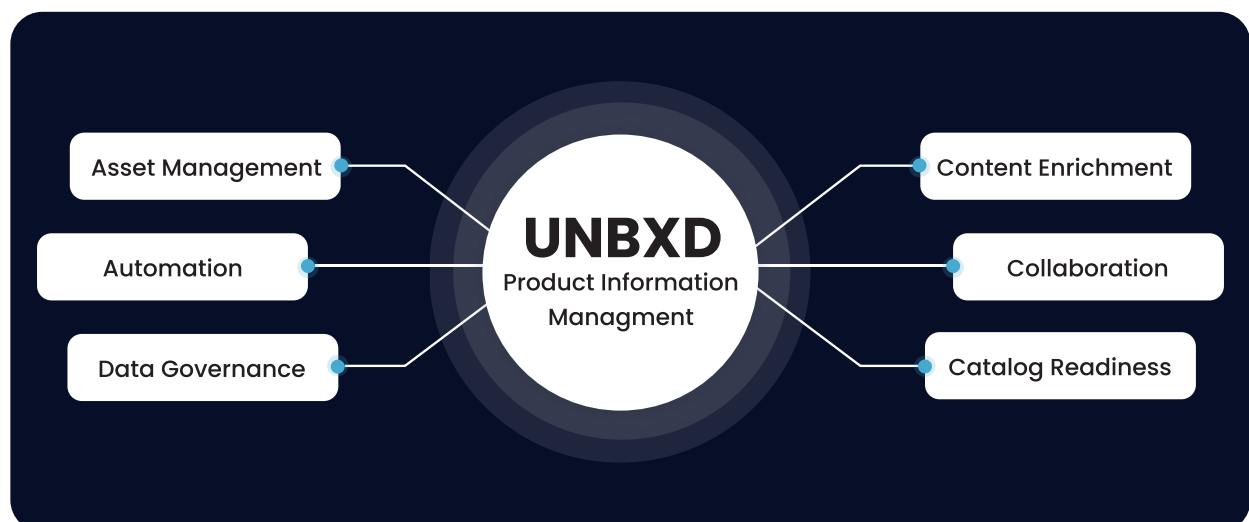


It enabled A Jewellers to create more than 11 such product groups and an entire Rolex-only product catalog with the help of this feature.



A centralized location for all product content

A Jewellers also automated their entire **data onboarding process from any source** with pre-defined automation suites. Netcore Unbx PIM's intelligent system takes care of organizing the data automatically into a **Single Source of Truth (SSOT)** through our intuitive import module.



Use Case: Managing Digital Assets

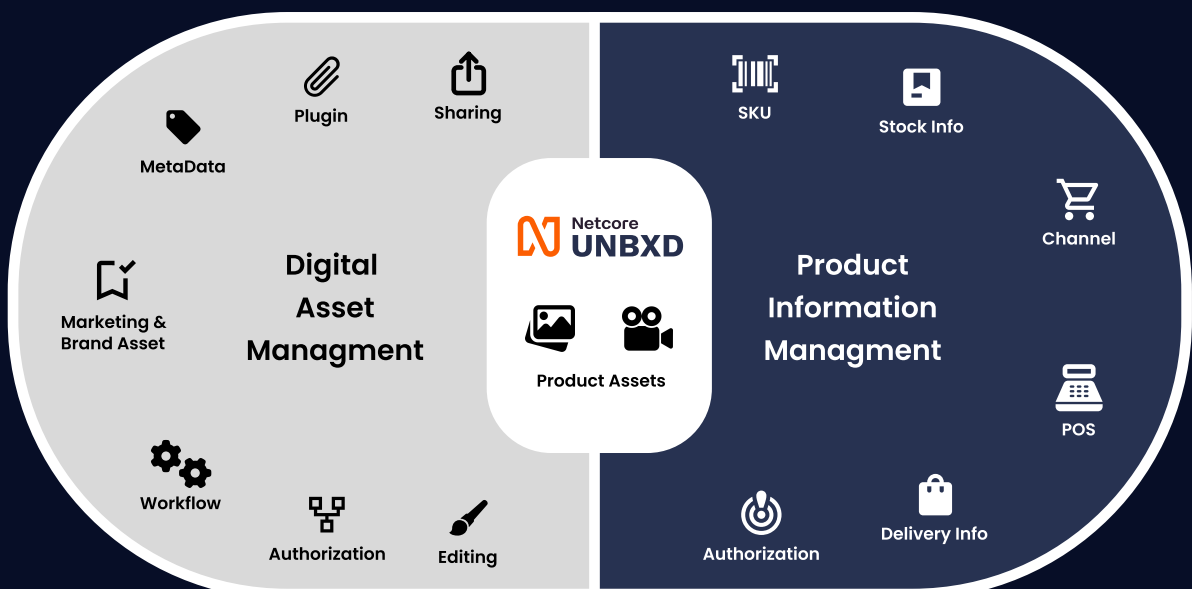
Problem

A Jewellers next concern was handling the considerable number of product media and assets, which was mitigated by integrated Digital Asset Management (DAM).

Solution

Besides supporting bulk upload of high-quality media, DAM offers an inbuilt Photoshop capability with manual or automated image transformations to help A-jewellers deal with their Asset Management.

Therefore, the en-bloc editing capabilities enabled users to eliminate dependency on third-party apps, vendors, and digital forms to resize and transform the images for their basic eCommerce needs.



Key Results

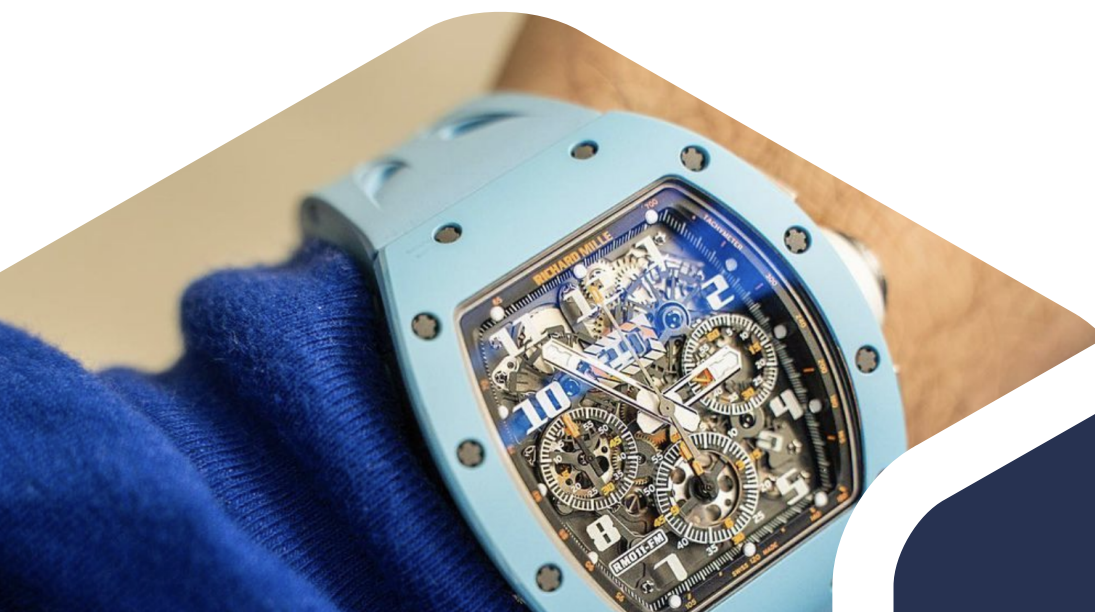
Dynamic digital catalogs to keep pace with the competition, streamline order fulfillment, and enhance user experience

A Jewellers benefitted from onboarding a solution that offered fast and AI/ML-enabled centralization of product information.

By creating an SSOT, the brand terminated data silos to bring agility, efficiency, and precision to its vital processes.

The Netcore Unbxd PIM proved to be a boon, significantly reducing the time and effort required for manual tasks while providing a wealth of impactful product information and streamlining order fulfilment on a grand scale, thus hastening the time-to-market for digital catalogs.

As a result, A Jewellers succeeded in bringing their digital store in line with the caliber of their contemporary products.



Since implementing Unbxld PIM, we have seen a significant improvement in our catalog management process. With the platform's intuitive interface and powerful tools, we are now able to easily manage our inventory, create new product listings, and update existing ones in just a few clicks.

One of the best features of Unbxld PIM is its ability to seamlessly integrate with our Shopify channel. This means that we can easily sync our product information, pricing, and inventory levels across all our sales channels, ensuring that our customers have accurate and up-to-date information no matter where they shop.

Corey King, Project Manager
[Ajewellers.com](https://www.ajewellers.com)

Netcore Unbxld PIM

The next-generation PIM ushers in a new era of eCommerce with its integration of AI technology. This cutting-edge solution streamlines the product information management process.

It equips sellers with the tools to optimize their catalog content and generate bulk descriptions for multiple platforms, including Amazon, Walmart, and social media outlets like Google, Facebook, and Instagram.

See what you can achieve with Netcore Unbxld PIM.

About Unbx

Unbx is an AI powered product discovery and experience platform which helps brands exponentially scale online with relevant and personalized customer experiences.



Contact Us



1710 S. Amphlett Blvd
Suite 124 San Mateo,
CA 94402



sales@unbx.com
support@unbx.com



+1 (650) 282-5788