

BIJOOTREE, THE LEADING FRENCH MARKETPLACE FOR RESPONSIBLE JEWELRY, UNVEILS THE FIRST VIRTUAL REALITY JEWELRY TRY-ON EXPERIENCE AT WEB SUMMIT 2024.

Bijootree, the pioneering French marketplace dedicated to ethical and sustainable jewelry, is revolutionizing the online shopping experience with the launch of the first-ever virtual reality (VR) jewelry try-on feature during Web Summit 2024. This innovative technology allows customers to virtually try on a selection of exquisite jewelry pieces from the comfort of their homes, fostering a more immersive and personalized shopping journey.

A Pioneering Step in Sustainable E-commerce

Bijootree has consistently championed transparency and responsible practices within the jewelry industry. The introduction of VR try-on aligns perfectly with this mission by minimizing unnecessary returns, a significant contributor to the environmental impact of e-commerce. By enabling customers to virtually experience the size, scale, and detail of each piece, Bijootree empowers informed purchasing decisions and reduces the likelihood of returns due to size or fit issues.

“We are thrilled to be at the forefront of sustainable e-commerce innovation,” says Keveen COLAS, CEO of Bijootree. “Our VR try-on feature not only elevates the customer experience but also fosters a more responsible shopping environment. By minimizing returns, we can collectively lessen our environmental footprint.”

A Seamless and Engaging Virtual Experience

Bijootree's VR fitting function is designed to be easy to use. Customers can access the VR experience directly on the Bijootree website using a compatible smartphone, via their computer or any type of screen. The intuitive interface allows users to virtually "wear" a selection of selected jewelry, offering a realistic 360-degree view. Customers can discover how the jewelry interacts with their unique features and complements their personal style.

The Future of Sustainable Shopping

Bijootree's VR try-on technology represents a significant step forward in the evolution of sustainable online shopping. This innovative feature empowers customers to make informed purchasing decisions while minimizing environmental impact. Bijootree is committed to continuously exploring new technologies that enhance the customer experience and promote responsible practices within the jewelry industry.

About Bijootree

Bijootree is the leading French marketplace dedicated to ethical and sustainable jewelry. The platform offers a curated selection of exquisite pieces from independent

designers, all committed to responsible sourcing and production practices. Bijootree is passionate about empowering conscious consumers to make a positive impact through their jewelry choices.

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