

Positioning

PURPOSE

Creating the best expression of your love, together

PERSONALITY

Confident, imaginative, inclusive – a creative guide with the craftsman’s eye to help everyone tell their unique story

REASONS TO BELIEVE

- The diverse inspiration and expert guidance you need to explore and design – at your fingertips
- See, touch and try on your creations with our no-obligation preview
- An intuitive ring configurator and customization options to help you create jewelry that uniquely captures your relationship
- Seasoned craftsmen create everything to your specifications

BRAND DNA

- Superior diamond craftsmanship since 1948
- Founded in New York City with the vision for a better diamond shopping experience for all
- Diamond Experts & Educators
- Superior customer service matching the passion and pride of Ritani craftsmen

DESIGN TARGET

Meet the modern romantics

Purposeful, ambitious and connected in everything they do, they are forging their own path in life – together. And they couldn’t be more happy about it. Because the choice is theirs, and that makes it all the more meaningful. Both defining themselves by their quirks and high expectations, they often marvel in private at having found each other, and love creating new and unique memories together – whether it’s on a weekend trip to a new city, or over craft cocktails at the speakeasy in the new neighborhood they just moved to. These plugged-in H.E.N.R.Y.s have big plans in life, and are making them happen on their own terms – so they have no patience for people, employers, or brands who don’t “get it”. They’re not traditional, but they love the same traditions – and they can’t wait to bring all of this shared personality into one big, happy, and totally theirs celebration of love with all of their friends and family.

KEY BENEFITS

Functional:
A personal and inspiring experience from design through purchase

Emotional:
Confidently creating your own traditions

KEY INSIGHT

“Our love story is uniquely ours, but we still want to embrace traditional symbols of love. It just needs to be on our terms.”

FRAME OF REFERENCE

Marking Milestones