


Welcome Distinguished Guests from AMPLATS China Market Visit



Chris Griffith
Analysts
Investors
Journalists



品牌简介

Who is Zbird?

- One of the most famous diamond jewelry brand in mainland China
- 成立于2002年，中国最知名的钻石珠宝零售品牌之一
- Well-known as O2O business model explorer in domestic jewelry sector, having more than 1 million members.
- 国内首家探索并成功的O2O珠宝零售品牌，迄今拥有逾百万会员
- Win top 1 word mouth from consumers on famous ranking platform because of high quality products
- 因坚持提供卓越的产品品质，提供给消费者最优质且负担得起的钻石珠宝而深受欢迎，网络口碑好评第一

品牌简介

Who is Zbird?

- Cutting-edged business model
 - 极具前瞻性的商业模式
- Insistent brand core value
 - 坚持一贯的品牌核心价值
- Qualified & sophisticated products
 - 高品质匠心产品
- Up-to-date marketing behaviors
 - 紧随受众的营销战略
- Our most important partner PGI
 - 最紧密的战略伙伴PGI



珠宝O2O创立者

O2O Model Explorer

- The first diamond sold online in 2002
- 2002，售出国内互联网第一颗钻石
- Started Shanghai experience store in 2005, launching its O2O business model.
- 2005年上海体验中心开幕，正式开启国内珠宝业O2O时代
- Awarded by JNA as e-tailor of the year in 2016
- 获得2016香港国际珠宝JNA年度电子零售商大奖
- Started market expanding strategy which leads Zbird to 35 self-owned and franchised stores across China
- 2017开启市场扩张战略，已拥有35家直营+加盟体验中心



品牌核心价值
Brand Value

Offering consumers with most valuable
and reliable diamond jewelries

为消费者提供最具价值，最值得信赖的钻饰

核心价值引领我们始终坚持几件事
Which leads us to

- Insist producing high quality products
• 坚持做好产品
- Insist offering impressive service
• 坚持做极致服务
- Insist developing professional sales force
• 坚持培育和发展专业的珠宝顾问团队
- Insist choosing most reliable partners like PGI
• 坚持选择最值得信赖的合作伙伴如PGI



全球供应链 Global sourcing

- First one to brought GIA to Domestic mass market, now an important client to many famous wholesalers.
- 作为首个将GIA带入中国大众市场的品牌，现在是很多知名批发商的重要客户
- Cooperating with large jewelry manufacturers from Japan and Italy, which is rare in the industry
- 与日本和意大利的知名厂家合作，在国内面向大众市场的珠宝行业实属罕见





•Keep telling the market to choose Platinum as their setting ring, as the most valuable and worthy of trust precious metal.

•持续告诉、推荐消费者采用铂金镶嵌钻石，因为这是最珍贵和最值得信赖的贵

我/们/的/不/变
两人一世戒
T O B E T O G E T H E R

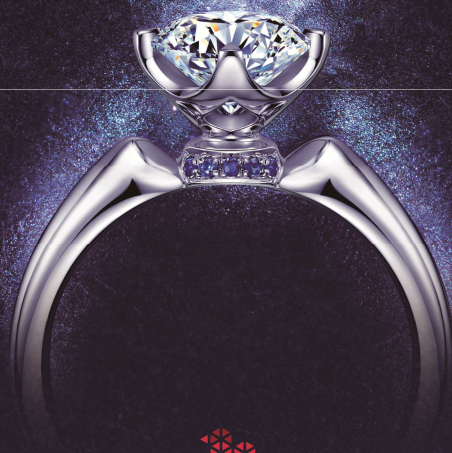
铂金协会荣誉推荐 品牌专利



All made by diamond and platinum
以下所有明星产品均采用Pt镶嵌

钻石小鸟[®] 北极光
皇冠上的钻石

My Queen[®]



钻石小鸟
zbird.com

了解更多请登录钻石小鸟官网: www.zbird.com
或拨打全国统一服务热线: 400 880 0051

FIRE CUSHION

Lady New York

纽约女孩的选择



IN ORDER TO BE IRREPLACEABLE
ONE MUST
ALWAYS BE DIFFERENT

钻石小鸟
zbird.com

了解更多请登录钻石小鸟官网: www.zbird.com
或拨打全国统一服务热线: 400 880 0051

Blink

COLLECTION

人群中, 你可以更闪耀



营销先锋 Marketing

- Cooperating with medias with big voice in the market
- 选择在消费者心中最具影响力的媒体进行合作
- Choose qualified KOLs
- 选择最佳的意见领袖合作
- Always know where to find consumers
- 永远知道消费者在哪里，并找到他们



Let KOL reaches targets
意见领袖触达目标消费者



Awards for marketing events
营销类重量级金奖



Mr. Ming Yao and President Xu
姚明先生和徐磊董事长



•Cooperation since 2011, the relationship is a perfect match just like platinum and diamond.

•合作始于2011年，PGI和Zbird的关系一如钻石与铂金的完美搭配。

•China is one of the biggest jewelry market in the world, and we are facing it together so as to seize more opportunities.

•中国是全球最大的珠宝市场之一，PGI和Zbird通过一起面对这个潜力巨大的市场，可以发挥更大的作用，抓住更多的机会。

Best selling Platinum jewelries @ Zbird

与铂金协会合作的热销产品



2011

2013



2012



2014



Co-branding to win platinum awareness

品牌产品合作，向市场发声赢得铂金钻饰美誉

OUR HISTORY

2017

“大胆爱 定制爱”张偲特别定制款铂金月照系列，诠释铂金女人的爱情与生活主张。



2015



邀请11对明星夫妇提出大胆爱宣言，诠释北极光铂金钻戒系列。

2016



结合奥运年，邀请5对奥运冠军夫妇，为他们度身定制铂金冠军奖牌，铭刻他们的爱情记忆。



Even deeper collaboration in 2018, working together for two biggest events of the year.

2018年，合作愈加深入，全年最大的两次营销活动深度牵手。



Chinese celebrities event,
Promoting PT products,
Reaching 10 million+
audience.

Cosmo活动推广铂金钻戒，触
达千万用户关注。



Even deeper collaboration in 2018, working together for two biggest events of the year.

2018年，合作愈加深入，全年最大的两次营销活动深度牵手。



- One of the most popular celebrity

Yang Yang represents

PGI, attracting young generation to buy pt products.

- 启用年轻人最喜爱的明星为铂金代言，吸引新生代消费者。

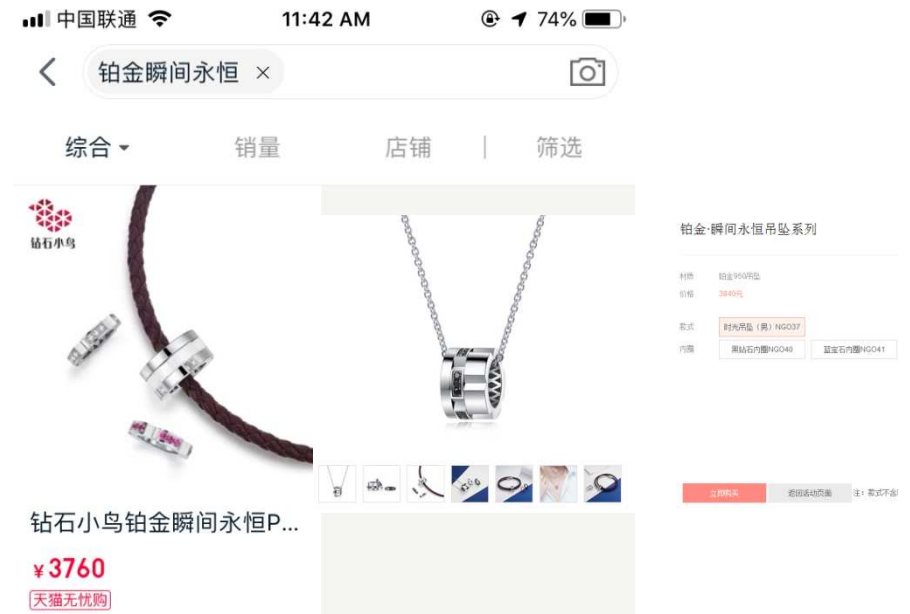
- Zbird launch the product in 11.11 and co-promote the campaign with great resource input.

- Zbird也于11.11前夕上线销售，并投入大量资源与PGI携手推广。



The campaign promotion covers the whole country, estimated to reach 1.2 million times of advertisement click (Oct 17 to Dec 31st).

活动推广覆盖全国，Zbird成功进行销售承接，将消费者眼球转化为销售数字。

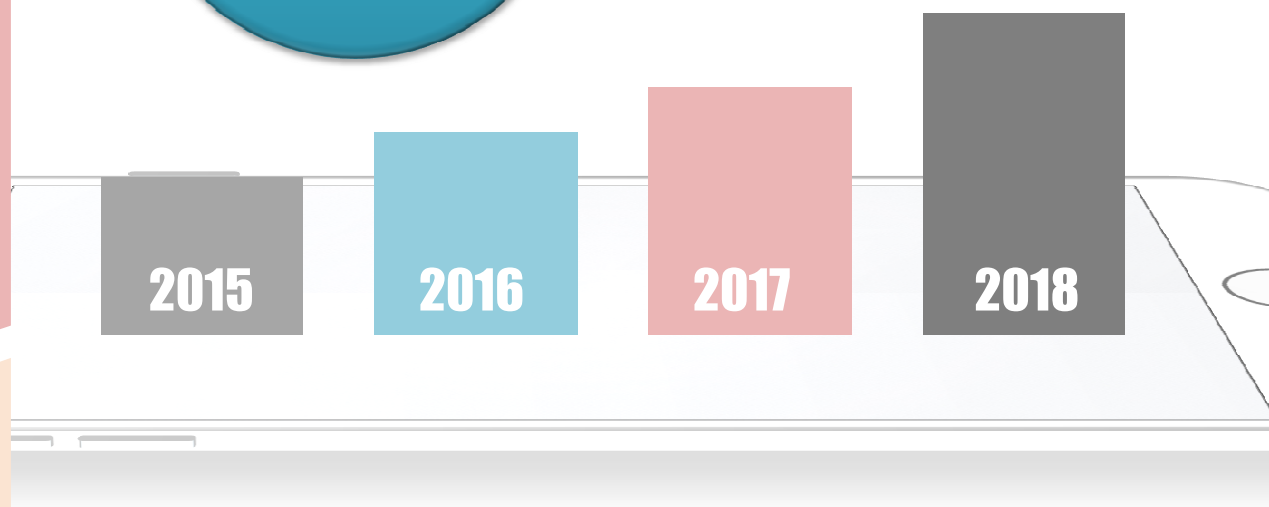


Platinum percentage
is getting higher and
higher in Zbird

多年持续宣导使得Pt镶嵌产品
销售成果显著，截止2018Q3
zbird结婚钻戒与对戒中80%
是由铂金镶嵌。



Till 2018Q3, 80% pieces of wedding
jewelries are made of platinum, while in
2011 only less than 40% of products sold
were platinum.



Platinum product selling trend from 2015 to 2018



未来，更多机会出现在二三线城市

More chances occur in T2/T3 cities

- T2/T3 cities acknowledge pt as precious metal that is suitable for wedding bands
- 二三线90后认为铂金是最适合结婚对戒的贵金属材质（左边PGI调研报告显示二三线市场铂金对戒增速迅猛）
- Zbird seizes the opportunity and started expanding strategy to T2/T3 cities since last year, all stores are in shopping malls
- Zbird同样看到了这样的机遇，从2017年起正式开展加盟战略，扩张至二三线市场，并且走入当地人流最集中的shopping mall开启地面店



常州
蚌埠
海宁

临沂
丽水
济宁



宿迁
苏州
烟台

与PGI共同面对巨大市场

Face the chance with PGI together

- Workshops for pt knowledge training
- Pt知识培训，增强销售专业信心
- Give stimulus for franchisers so they are motivated to purchase Pt products
- 加盟商激励与补贴政策
- All hero products are made of Pt and retailers must display and sell these platinum jewelries
- 加盟商必须陈列并销售Zbird明星产品如北极光铂金系列，设置店内铂金专柜



Thank you!

