


Oscar Massin
Est. 1859/ Revived. 2022
Luxury Jewelry Designer
New York City Based

“
Luxury without the Compromise”

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Ethical Fine
Jewelry






What's Oscar Massin's Limited Target Market?

Oscar Massin's target market is catered to a niche of people who are in the top elite; in which they're geared to people who want tailor-made products and care about the sustainability aspect of the jewelry-making business.

In order to book an appointment with the Oscar Massin jewelry-making department you'd have to have a special invitation from someone that has access to the chief of that department to be able to get a statement piece custom-made for their chosen customer.

Oscar Massin was originally a luxury jewelry designer originally from Paris, France who in the 1800s used to make jewelry for solely queens. Fast forward to today, the brand has been re-designed to focus on creating lab-grown diamonds in a sustainable fashion. (Isaac Goizé, 2022).



Unique Selling Point (UPM)

- Oscar Massin is Originally from Paris, France where his brand dominated the 19th century but they're making a 21st-century comeback.
- By, reinventing the original purpose of the brand which was to make jewelry for people of the upper echelon like queens who in the 19th century wanted to flaunt their wealth. Modern fashion luxury brand, we're interested in the Massin brand because of its already established
- A recent start-up owner brand of luxury brands, Luximpact isn't a household name like LVMH yet they needed to expand their empire they chose Oscar Massin to be part of it because they recognized the legacy that Oscar Massin left behind. . (Isaac Goizé, 2022).
- Luximpact, made sure to re-vitalize their brand by paying attention to the environment; since digging in the earth for natural diamonds have become so destructive many brands have settled for recycled gold and for the same reason as to why consumers are turning to caring about the environment and its implications (Isaac Goizé, 2022).



What's Massin's Brand Differentiator/Communication Strategy?



- Massin posed by mastering its own unique brand differentiator which involves them re-inventing its approach of being able to stay luxurious and not change its target market even though they've combined sustainability and recycled 18K gold into its brand.
- Lab-grown diamond jewelry is the fastest-growing category In the U.S. market, which a 2021 DeBeers report called the world's largest consumer of diamonds. (Isaac Goizé, 2022).
- Massin's modern brand had decided to open up two stores one in Los Angeles and one in New York City within Saks Fifth Avenue. ((Isaac Goizé, 2022).
- Oscar Massin's unique brand differentiator is that it is made with Latitude Diamonds, which presents itself as the world's first producer of sustainability-rated, completely carbon-neutral diamonds. (Isaac Goizé, 2022).
- Modernize Oscar Massin has revolutionized by introducing social media into their branding because they realized how important it is to utilize social media and how important marketing/ advertising is surrounded by social media.

What are the Reasons you believe this is a Designer Luxury Brand?

Oscar Massin is a Designer Luxury brand because it is and was a brand that made sure to leave a legacy before the original owner passed away.

So, the brand was able to become and cater to the upper echelon of people who aren't ordinary people. For example, Massin was able to cater to the queen of Spain by custom-making several jewels for her collection.

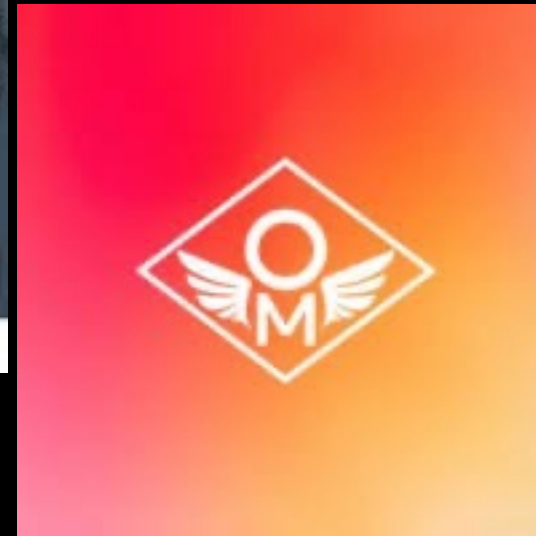
Oscar Massin was a designer brand that was able to leave a legacy and be re-modeled to be attractive to those people who want to keep the element of luxury but need to compromise their wants because of sustainable issues. So, being luxurious without having to compromise their wants and needs because of the environment was an element that Luximpact needed to keep in mind when re-modeling the Oscar Massin Luxury Jewelry brand.



Oscar Massin's Vintage vs. Modern Jewelry



A Queen's Massin's Original
Vintage Diamond Crown/
Broach



Modernized
Oscar Massin
Luxury Jewelry
Priced from
\$1,000 ~ \$9,000

Oscar Massin's Social Media/ Website Presence

- <https://www.instagram.com/oscar-massinjewelry/?hl=en>
(INSTAGRAM)
- <https://www.oscarmassin.com>
(WEBSITE)



Bibliography

- Isaac-goizé, T. (2022, March 24). *From gems for royalty to recycled gold*. The New York Times. Retrieved March 7, 2023, from <https://www.nytimes.com/2022/03/24/fashion/jewelry-oscar-massin-luximpact-paris.html>