

Invest Ottawa DMS Future Proof

Success Story: True Bijoux

The Story

True Bijoux offers a wide range of jewelry and personalized services and is the sister store to Ottawa's long-loved Howard's Fine Jewellers. Siblings Lindsay and Stephanie Appotive launched the business in 2006 with a mission to bring a modern and vibrant jewelry experience to the city. True Bijoux now offers everything from vintage estate jewelry to custom design work that pushes creative boundaries and brings the client's vision to life.

The Obstacle

When the COVID-19 pandemic hit, Lindsay and Stephanie had to pivot their business to an entirely online model. Given their experience, they knew jewelry sales would always partly rely on the ability to touch and feel the products in store, but they needed a strong digital presence to maintain their loyal customer base and increase their reach. To get help bringing their business online, Lindsay and Stephanie reached out to the Digital Main Street Transformation Team.



The Solution

The team began by conducting a full audit of True Bijoux's website and social media channels to identify potential improvements that would make them more informative, cohesive, and agile. They then optimized the website for mobile and added more content to better showcase True Bijoux's range. The team also ensured the True Bijoux brand was consistent in content, tone, and form across all platforms and introduced easy-to-use creative templates for Lindsay and Stephanie. As a result of their collaborative work, True Bijoux now has a robust marketing strategy for continued success.

The Update and the Future

Since implementing the recommended changes, True Bijoux's digital activity has grown so much that Lindsay and Stephanie liken it to adding another location. With the increased online attention, the sisters now regularly conduct virtual appointments to introduce clients to their product in a preliminary online meeting before their in-store shopping experience. Lindsay and Stephanie are optimistic about True Bijoux's growth and potential in the e-commerce space.



Testimonial

"The team introduced us to new ideas and resources that have kept our business on the right track," Lindsay and Stephanie say of their experience with the Future Proof program. "I was so impressed with how knowledgeable and helpful they were. I definitely recommend the program to other business owners."

Get Connected!

Lindsay & Stephanie Appotive
Co-Founders, True Bijoux

truebijoux.ca



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