

## FOR IMMEDIATE RELEASE

### Trying on rings in virtual reality with Beaumade & Fellows Auctioneers

Fellows' March Antique & Modern Jewellery auction has a new feature to tempt buyers. Fellows has partnered with Beaumade, an iPhone app which allows people to virtually "try on" rings. It can be downloaded from the iOS App Store or via the link on the Fellows website

Giving people the opportunity to access rings through the Beaumade app means that those unable to travel to Fellows' viewings in London and Birmingham still get the chance to try out the rings for size.

The process couldn't be more simple, just download the app, snap a photo of your hand and get trying on. App users can navigate seamlessly from trying on the ring to viewing the catalogue online where they can leave bids for the auction.

The Fellows collection on Beaumade will change each month to showcase some of the top lots in the auction.

Fellows are the first auction house to use the app.

"Working with Beaumade is another step forward for us in terms of adding a little bit extra value to our customer's experience of buying at auction. We are delighted to partner with a young, dynamic company like Beaumade, their app allows us to reach new audiences and provide a new, fun feature for our existing customers". Stephen Whittaker, Managing Director, Fellows Auctioneers.

"Beaumade is thrilled to be partnering with Fellows so people around the world can virtually 'try on' select rings from their latest auction. With over 140 years of experience, Fellows is one of the UK's oldest and most respected auction houses, and I just love the power of combining antique jewelry with the latest technology so we can offer people a fun, new experience." - Justine Lescarbeau, Founder of Beaumade.

## ENDS

For more information or additional images please contact Alexandra Whittaker on 0207 127 4198, or email [alexandra@fellows.co.uk](mailto:alexandra@fellows.co.uk)

All lots featured in Fellows' auctions are available to view online at [www.fellows.co.uk](http://www.fellows.co.uk) alternatively, contact Fellows on 0121 212 2131 to request a catalogue.

### **About Fellows Auctioneers**

Founded in 1876, Fellows Auctioneers has their Head Office and Saleroom located in Birmingham's historic Jewellery Quarter, with a Valuations Office in London's Mayfair.

For a full list of upcoming auctions and auction catalogues visit [www.fellows.co.uk](http://www.fellows.co.uk)

Fellows can be found on Twitter, Facebook and Instagram @fellowsauctions

### **About Beaumade**

Beaumade started with a simple question - "I love that ring! How will it look on me?" With Beaumade, you can virtually "try on" engagement rings and fine jewelry by independent designers and vintage curators alike. Beaumade was designed to help connect designers and consumers in a new engaging way, and is a free app available to download on the [iOS App Store](#).