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SUNAINA CHAND

FOUNDER AND CEO AT

VIVAZ

FINE JEWELRY

POWERED BY
ASIA CEO COMMUNITY &
CSUITE EXCHANGE





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**CAN YOU TELL US THE STORY BEHIND THE
FOUNDING OF YOUR JEWELRY BUSINESS?
WHAT INSPIRED YOU TO START THIS VENTURE?**

As a frequent visitor from my home town Okinawa, Japan, I was captivated by the vibrant energy of Hong Kong and knew it was where my passion would thrive. Initially, I embarked on a career in public relations within the Luxury Fine Diamond sector. It was during this time that I recognized a significant issue: the lack of transparency faced by diamond buyers. The industry was negatively affected by some dealers focused solely on short term transactions, resulting in a lengthy and daunting purchasing process that often led to regret for clients. Determined to address this problem, I decided to pursue a GIA Diploma while simultaneously establishing my own business.

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COULD YOU PROVIDE SOME INSIGHTS INTO THE INITIAL DISCOVERY OR RECOGNITION OF DIAMONDS HISTORICALLY?

Diamonds are certainly beautiful to look at. What fascinates me is the shift in their geographic source. Diamonds were first supplied to the world from India around 400 BC. As India's supply began to decline, Brazil emerged as an important source and dominated for over 150 years. The main attention, popularity, and the diamond rush as we know it, only began in Africa in the 1800's. Russia, Botswana, The DRC, Australia, and the newest addition Canada, are the world's largest diamond producers.



WHAT INTRIGUES YOU ABOUT A DIAMOND ITSELF?

The Heart and Arrow cut has always captivated my interest. This cut, found in round brilliant diamonds, exhibits exceptional optical symmetry with its distinct "eight sets of hearts and eight sets of arrows" pattern. This magnificent cut, was initially noticed accidentally by Kinsaku Yamashita and eventually trademarked in 1988, showcases the superior craftsmanship of the diamond. It can be easily observed with a specially designated loupe, allowing a closer appreciation of its intricate beauty.





WHAT CHALLENGES DID YOU FACE WHEN STARTING YOUR BUSINESS, AND HOW DID YOU OVERCOME THEM?

To make progress in the Diamond industry, establishing strong references is crucial. Initially, I faced challenges, but I drew upon my past collaborations in the public relations sector and partnerships with renowned brands. This enabled me to launch my inaugural event and expand my company with diamond sight holders, and manufacturers. These strategic alliances provided the necessary momentum for my journey in the industry.



WHAT ARE THE KEY STEPS IN PURCHASING A DIAMOND?

When searching for a diamond, it is advisable to look for one that is GIA Certified, as it provides an unbiased opinion based on the industry's highest standards. This ensures that you are investing in a diamond without fracture fillings that could compromise its integrity. Craftsmanship is crucial in diamonds regardless of their shape. The diamond cut plays a significant role in how light interacts with the facets, ultimately showcasing the diamond's scintillation and brilliance. In terms of color, it is recommended not to go lower than an H color for white diamonds. Going below this grade may result in a noticeable yellowish tinge face up. The design and aesthetic of a piece also have a considerable impact. Regardless of how beautiful the diamond is, the design can either enhance or overshadow its beauty.

If compromises need to be made, it's better to consider clarity. A trusted source who prioritizes transparency in your investment can guide you on cleverly managing diamond inclusions while ensuring the diamond is 100% eye-clean. Lastly, it's important to discuss the pricing structure with your jeweler, including any discounts based on rapport prices. Understanding the pricing dynamics will provide clarity and help you make an informed decision.



IN YOUR OPINION, WHAT ARE THE KEY FACTORS THAT HAVE CONTRIBUTED TO THE SUCCESS AND GROWTH OF YOUR JEWELRY BUSINESS?

I strongly believe in nurturing individuality and establishing a solid, private, and exclusive foundation. In an industry saturated with exaggerations and social media noise, it is easy for individuals to be swayed by external influences instead of expressing their own unique voice. By consciously blocking out these distractions, you can distinguish yourself and attract the right clientele who resonate with your authentic approach. It allows you to navigate the industry with clarity and purpose.

CAN YOU SHARE ANY SPECIFIC MARKETING OR PROMOTIONAL STRATEGIES THAT HAVE BEEN PARTICULARLY EFFECTIVE IN RAISING BRAND AWARENESS AND DRIVING SALES?

Collaborations have played a significant role in raising awareness and expanding my reach. By partnering with individuals or companies that share similar concepts, we have been able to exchange client databases, connecting me with their trusted clientele and providing opportunities for mutual growth. This collaborative approach has allowed me to expand further while also benefiting my partners in return.



**WHAT STRATEGIES
DID YOU EMPLOY TO
DIFFERENTIATE
YOUR JEWELRY
BRAND FROM
COMPETITORS IN
THE MARKET?**

Diversity is a top priority in my collection. I believe in offering something that resonates with each individual's unique personality and preferences. At Vivaz, we cover all aspects of the diamond industry, including tangible investment, engagement rings, bridal collections, daily luxuries, men's jewelry, and gifts. Additionally, we collaborate with renowned brands like Paolo Costagali, Giovanni Ferraris, and many more ensuring a unique and diverse collection of fine jewelry.



HOW DO YOU MAINTAIN A BALANCE BETWEEN CREATIVITY AND COMMERCIAL VIABILITY WHEN DESIGNING NEW DIAMOND JEWELRY PIECES?

With a focus on classic designs, I incorporate elements of timeless aesthetics, and my personal favorite: 2-in-1 or 3-in-1 multi-functional concepts. These designs allow individuals to wear the pieces in various ways, ensuring versatility that never goes out of style. This approach has been instrumental in my success, as it caters to a wide range of preferences while maintaining a timeless appeal.



WHAT STEPS DO YOU TAKE TO ENSURE CUSTOMER SATISFACTION AND BUILD LONG-TERM RELATIONSHIPS WITH YOUR CLIENTS?

I believe that transparency is essential in building a trusted bond with clients. Educating clients about diamonds has always come naturally to me, and I thoroughly enjoy engaging with people from different parts of the world. To ensure credibility, I rely on trusted and highly reputable documents issued by licensed gemological laboratories such as GIA, Gübelin, SSEF, and others. These documents provide an added level of assurance and confidence to my clients when it comes to the quality and authenticity of the diamonds and gems.



WHAT ARE YOUR THOUGHTS ON INVESTING IN DIAMONDS AS AN ASSET CLASS?

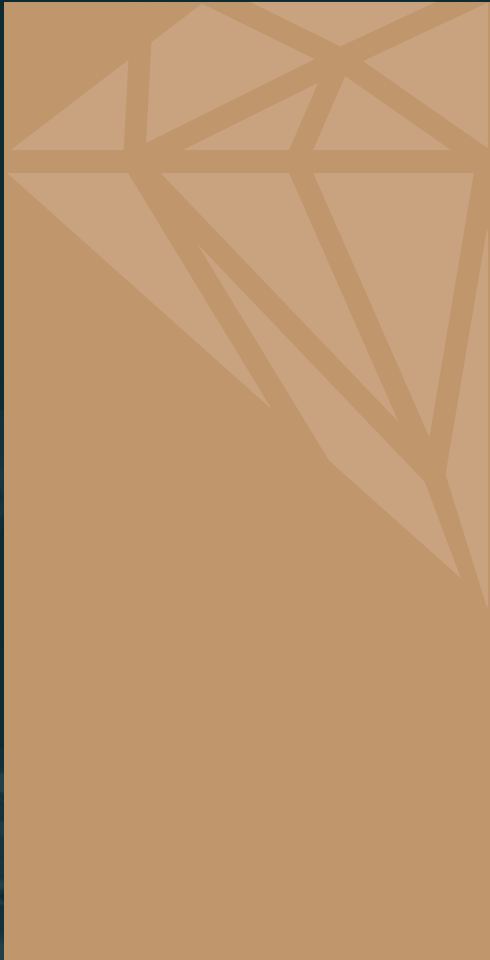
Diamonds possess significant intrinsic value, making it crucial to understand the various types of diamonds that can be considered investments.

Fancy color diamonds present an ideal long-term investment option as they necessitate no maintenance, offer convenient storage, are easily portable, and can be passed down to future generations seamlessly, without bureaucratic hurdles.

This luxurious asset not only safeguards your wealth for the future but also brings you joy when adorning it.

ASIA CEO COMMUNITY

Asia CEO community is a professional network for business leaders and executives in the Asia-Pacific region. The community provides a platform for members to connect, network, and exchange ideas and information about business in Asia.



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