

WORLD JEWELRY HUB

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Initiative by WJH women's empowerment group to present the female perspective on jewelry marketing



PANAMA: JULY 14, 2016 – A group of female jewelers, who first joined together during the women's empowerment session at the Second LATAM Jewelry and Diamond Week at the World Jewelry Hub in June, has launched a grass-roots initiative that is designed to communicate their gender's particular perspective on the way jewelry and gemstones should be marketed.

Calling themselves "Mujeres Brillantes" ("Brilliant Women" in Spanish), the women hail predominantly from Latin America, but also count among themselves members from Turkey, Russia, Italy, Romania and Israel.

"The discussion that began during the empowerment session revealed that we share similar opinions about the way in which jewelry is marketed, and the general feeling was that the dominant approach today is not succeeding in exciting our consumer base, which predominantly is made up of women" explained Ali Pastorini, WJH Senior

Vice President. “Consumers should consider an item of fine jewelry as the ultimate expression of value, uniqueness and creativity, but right now they are more likely to be inspired by an iPhone or designer shoes. This means that we in the industry should be doing a better job.”

“Our general feeling was that the industry is focusing too closely on the business of selling jewelry, and not on the experience of buying or receiving an item of jewelry. As women we instinctively understand that the act should be a special and intimate moment that transcends the mechanics of a commercial transaction. The experience should be unique and meaningful, just like the item of jewelry,” Ms. Pastorini said.

The renewed emphasis on the consumer and the consumer’s experience is underscored by the name selected for the new marketing initiative, “My Jewels, My Story,” which was proposed by Victoria Kupfer, a jeweler from Panama.

“Our primary intention is not to formulate a specific campaign, but rather to emphasize a marketing approach, which we believe will be more successfully received and appreciated by female consumers,” Ms. Pastorini said.

The dialogue that began in June is continuing in the social media, with “Mujeres Brillantes” groups operating on Facebook and Whatsapp. For women interested in joining the discussion, contact Ali Pastorini at email: ali.pastorini@wjhub.com.

Located in the Santa Maria Business District of Panama City, the **World Jewelry Hub (WJH)** is a center that serves the specialized needs of the diamond, colored gemstone and jewelry sectors, and is designed to serve the primary trading center in Latin America and the access point to the region for industry professionals from around the world. Home to the **World Jewelry & Diamond Hub, Panama**, the region's only recognized diamond bourse, WJH has been authorized as a Gemstone and Jewelry Free Zone by the Government of Panama, where transactions conducted within it are exempt from duties and other taxes. The first phase of the WJH complex was completed at the end of 2014. The second phase, which includes the construction of multi-story office tower, will commence shortly. For more information see www.wjhub.com.