

Beat: Vips

## When it is All About Creating UNIQUE PIECES Of FINE JEWELLERY

**Core Value - Ambition,Ambition,Ambition**

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**USPA NEWS** - It's an Interesting Phenomenon to observe, Jellerery Designers often ask "How is it possible to start a Jewellery Business NOW and actually succeed?"... There are SO many Designers out there these Days ! For many Years, we have been privileged to watch Brands rise and succeed as well as witness other very Talented Designers hardly get their Feet off the Ground....

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The question is : What do Famous or Successful Jewellery Brands Have in Common ? Building a successful Jewellery Brand takes Persistence and Perseverance. Here are some ideas :

- \* They developed a Signature Style early on,
- \* They have a well-defined Brand Story,
- \* They communicate Value and Price accordingly,
- \* They partner with the RIGHT Clients, not just any Client,
- \* They have a devoted Base of raving Fans,
- \* They didn't get there Overnight,
- \* They are Resilient, Dedicated, and know when to move on.

According to some Testimonies, the Inspiration for doing Jewellery came from the Notion that People love to Travel and People have an Emotional Attachment to very Specific Locations throughout the Entire World and Jewelry can be a Tangible Reminder of those Adventures, Weddings, and other Memories associated with those Places. There is a large Community of Jewellery Industry Professionals that had been in the Business for Decades. Many Young Jewellery Designers would have loved to be able to go to People for Advice, Mentors or Business People highly respected in order to pick their Brains.... To find Someone who is not thinking inside the BOX.

What can also be suggested would be a Simple Formula To Success : "1% Idea, 99% Execution". "Show me a Person with a Vision, the Passion to win and the Absolute Will and Desire to Succeed and I will tell you that Success is Inevitable". That would involve a Long List of "Qualities" such as : Face Challenges, Be Honest, Win Trust, Keep Calm, Pursue your Passion, Listen & Observe, Set an Example, Stay Organized, Be Fair, Earn Respect, Stay Curious,, Be Sympathetic... AMAZING !

- VON URBANOVSKY is a Family-owned High Luxury Company with Roots dating back to 1718. Its Creations are desired and admired all over the World because this Brand is creating Strictly Limited and Highly Exclusive Fine Jewellery Masterpieces.

- The Family-owned Brand UDOZZO, with Family Roots from Germany, Czechoslovakia, Russia and Hungary, is passionate about Creating Unique Pieces of Fine Jewellery that inspires its New Owner. UDOZZO embraces the Vision of not only Ladies are supposed to wear High Jewellery, but also today's Gentlemen.

About the companies mentioned : Von Urbanovsky - UDOZZO

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