



MONICA VINADER

Inspirational Looks

A leading British luxury jewellery brand, MONICA VINADER has grown to become one of the most important figures in the industry's modern history as it touches hearts around the world.

Monica Vinader was established by sisters Monica and Gabriela in 2008. Their story began in the English countryside, from a converted forge in Norfolk that became the company's office cum showroom and workshop. Here Monica designed and crafted the first of many beautiful and inspired pieces. A year later, the brand's iconic Fiji collection was launched together with locations in Harrods and Net-a-Porter.

Over the ensuing four years, the business established both standalone stores and prestigious business partnerships in London, Dubai and Hong Kong, along with expanded business operations housing 150 employees in London and Norfolk.

"Our first store in Hong Kong was proudly opened in November 2014 at the illustrious ifc Mall," says Monica. "We are delighted to be further strengthening our presence in this vibrant city with the opening of a counter in Sogo Department store and a new standalone Boutique in Harbor City, respectively in October and November of 2015."

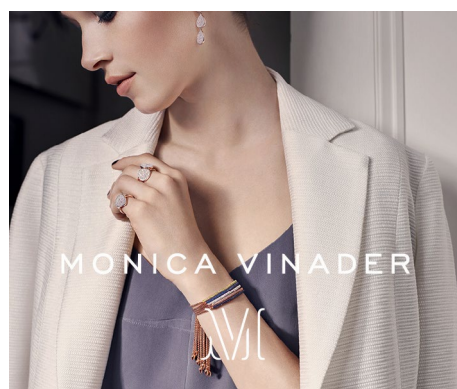
Simple Elegance

Each piece of jewellery designed by Monica and her team in Norfolk is characterized by uniquely identifiable silhouettes. The brand bridges the gap between fine and fashion jewellery with beautiful designs using precious and semi-precious gemstones. Maintaining the integrity of design is given utmost importance.

"Our sterling silver and 18ct gold vermeil jewellery is hand set with bespoke cut gemstones and produced by highly skilled craftsmen, offering our customers accessible luxury. We are proud to be certified by the Retail Jewellery Council recognizing our responsible business practises."



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Monica Vinader is also synonymous with personalization, encouraging customers to engrave personal messages, motifs or doodles and to layer and stack bracelets, pendants or rings to define individual styles for any occasion. "We also offer exemplary customer service, from complimentary and same day engraving to duty paid shipping supported by dedicated retail and customer service teams."

Global Applause

Monica Vinader jewellery has adorned royalty, celebrities and many other women of stature, yet is democratic and more accessible. These features are greatly empowering for the company's audience.

"We are proud to have a diverse customer base that spans age, nationality and culture. Our customers buy for themselves and for others, and there is a joyfulness about their purchases. They love colour, shape and the integrity and authenticity of our work and enjoy personalizing their jewellery with engraved messages or doodles or by layering designs. We are very honoured and grateful for the attention they have afforded our brand."

Some exciting new jewellery designs, as well as fresh additions to existing collections in the friendship, gemstone and diamond ranges will be released for the Spring/Summer 2016 season. The brand's recently launched men's collection will also be expanded. Monica Vinader continues to whet appetites and raise expectations with simple, elegant and meaningful creations. It is a remarkable example of sophistication, taste, and passion, all evident in entrepreneurial savvy and excellent artisanship. ■

For additional information please visit www.MonicaVinader.com