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Inside Monica Vinader's 10-Year Plan to Grow a \$65 Million Global Jewelry Brand



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Known for its rose-gold drawstring friendship bracelets and personalized engraving, British contemporary jewelry brand [Monica Vinader](#) has built a global customer base and profitable business in ten years, and is on track to dominate the accessible luxury market for jewelry.

“There was a gap in the market between fine and fashion jewelry,” said co-founder and CEO Monica Vinader, 50. “I felt that our product could reach many people without compromising on the quality and style that was missing in the market.”

A look at the brand’s website and 205,000 follower-strong [Instagram](#) reveals the versatility of Monica Vinader; it transcends millennial marketing to capture the interest of a larger age range and wider consumer base. While born-on-Instagram brands rely on developing an aesthetic and following online, Monica Vinader moved beyond its digital identity into a robust omnichannel strategy. Describing her brand as the intersection of fine jewelry and fashion jewelry, Monica Vinader takes a pragmatic approach to scaling her business for long-

term success.



The Siren Stacking Ring in moonstone, styled with assorted Monica Vinader rings. MONICA VINADER

Founded in 2008 by Monica and her sister Gabby, the company's COO, the brand struggled to raise funds amidst the financial crisis. The sisters took out a loan to fund a trial period through the Christmas season, and gained traction in the UK by selling their creations online and in small boutiques.

This year the British brand celebrates its ten-year anniversary, a milestone marked by its expanded retail presence to eight regions worldwide including the US, South Korea and Australia. In the last three years, Monica Vinader's turnover has almost trebled to reach £35.8 million (\$46.9 million), and is projected to exceed £50 million (\$65.8 million) by next year.





The Monica Vinader Nura Friendship Bracelet: 50% of proceeds go to Women for Women International. MONICA VINADER

A 2010 venture capital investment accelerated Monica Vinader's momentum, allowing the co-founders to open their first store in Mayfair and secure partnerships with Harrods and Selfridges shortly after. Further injections followed, most notably a 2016 **investment of £20 million** (\$26.5 million) to facilitate ecommerce development and further international expansion. The company is now over 200-strong with offices in London, Norfolk, New York and Hong Kong, and delivers to 72 countries that comprise 44% of total sales. She declined to disclose her current stake in the company.

At the end of 2015, Monica Vinader partnered with Nordstrom to penetrate the US market: a decision that skyrocketed the brand's international business. "US customers transact more frequently with a higher average spend," said Vinader, adding that US web sales are among the fastest growing parts of the business. After opening the first US standalone boutique in 2016 on Spring Street in New York, US expansion remains a priority for Monica Vinader as the brand looks to open more stores in the tri-state area.

Monica Vinader's international expansion goes hand in hand with the brand's ecommerce presence, which generates more than a third of the company's revenue. Vinader prides herself on her company's omnichannel approach: "We never want to do something in the store that we can't do online," she says. All Monica Vinader stores—and 24 of the 55 Monica Vinader concessions at Nordstrom—offer same day engraving services, a service that has become synonymous with the brand's best selling [Fiji Chain Bracelet](#) and [Linear Bead Friendship Bracelet](#).



Monica Vinader bracelets, rings and pendants are easy to style together. MONICA VINADER



Fashion influencer @CamilaCarril wearing Monica Vinader. KRIS ATOMIC

Vinader and her sister stuck to their original ten year plan, which led the brand to profitability in 2009 – without losing sight of the brand’s ethos of accessible luxury. For the next ten years, Vinader is targeting

the Chinese customer in the Asia-Pacific region, identifying US regions for further expansion and opening stores in London.

As for the Monica Vinader customer, she has cemented her loyalty and now looks to the brand for increasingly premium pieces. [Diamond-encrusted bracelets](#) retail for approximately \$4,000.

“We began with semi-precious stones because we were constrained by our funding,” said Vinader, who launched the brand’s first diamond jewelry range in 2010. “We started with diamond pieces under £300 and saw there was an appetite for higher price points, so we listened to the customer.”

Despite elevated offerings at steeper prices, Vinader remains committed to her brand’s DNA of affordability.

“The premise of our company was to provide accessible luxury in the form of everyday fine jewelry, so value for money is critical,” she said. “It’s not about raising prices, it’s about maintaining an accessible price point even when we are offering diamonds.”



Monica Vinader friendship bracelets and signature rings. MONICA VINADER

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