

RETAIL

Moda Operandi launches dedicated trunk show for designer jewelry

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Moda Operandi has seen strong performance in the jewelry sector; Image credit: Moda Operandi, rings designed by Anabela Chan

By STAFF REPORTS

Online retailer Moda Operandi is presenting jewelry collections in the spirit of runway fashion via a salon at the Couture Show June 2-8.

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Held annually in Las Vegas, the Couture Show is a jewelry trade event that attracts international jewelers and consumers. On June 1, Moda Operandi launched its online Jewelry Salon as an ecommerce platform for the jewelry being presented live during the Couture Show.

Online couture

Moda Operandi's Jewelry Salon will broaden the reach of the Couture Show by allowing its global consumer base to purchase pieces on display in real time, rather than waiting for the collections to hit traditional retailers' shelves.

By opening the Jewelry Salon, Moda Operandi is shortening the wait time between debut and purchase.

"The world of fine jewelry no longer sits apart from fashion runway and how it is presented to the consumer," said Deborah Nicodemus, CEO of Moda Operandi, in a statement. "We are committed to bringing the same energy, access and discovery we are known for in runway to the jewelry world."

Moda Operandi's Jewelry Salon will feature a trunk show of more than 40 designers including Bayco, Yeprem, Sutra, Heub and Nikos Koulis.



Jewelry designer Nikos Koulis will present at the Couture Show and have a trunk show on Moda Operandi; Image credit: Nikos Koulis

In addition to full collections, the Jewelry Salon will also present an edit of trends compiled based off Couture exhibitors. This edit will serve as a platform for new designer discovery set within an immersive shopping experience.

"Our vision is a seamless statement between ready-to-wear and fine jewelry," Ms. Nicodemus said. "From Couture, we will present designer collections in the spirit of runway fashion. Each designer will have an individual presence on our Web site with the collections remaining shoppable for 30 days.

"The creative content will capture the DNA of each brand and the inspiration of the collection just as communicate that launch of fashion brands during runway," she said. "Globally, those who shop Moda Operandi will experience the energy and immediacy of Couture."

During the Couture Show, Ms. Nicodemus will present the award for the haute couture category at the Couture Design Awards. The award winner will receive a 30-day trunk show on Moda Operandi's Web site.

After the Couture Show wraps, Moda Operandi will be present digitally at four more jewelry industry events. The move is part of the retailer's ongoing initiative to present established and emerging jewelry talent online.

Moda Operandi has identified non-apparel categories as a key area of focus for 2017, after experiencing strong growth for the first quarter.

Non-apparel offerings on Moda Operandi saw an 84 percent growth rate and was driven by fashion jewelry. Non-apparel growth was driven by fine jewelry, a category that saw an increase of 187 percent compared to Q1 2016 ([see story](#)).