

JEWELRY

Kering's Nathalie Diamantis: Luxury Woman to Watch 2019

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Nathalie Diamantis

By STAFF REPORTS

Luxury Daily annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Nathalie Diamantis, president of jewelry for Americas, **Kering**, New York

"Sales will continue to grow online due to convenience, but the retail store experience will determine how much"

What do you most like about your job?

I love working in multiple channels with various business partners and teams to develop the business while identifying the levers that make growth happen.

Creating a unique and strong team is crucial to being successful in a competitive environment and I love watching them thrive.

Retail development is a passion of mine. Being successful in retail is similar to a ballet or a perfect symphony. To make beautiful music every instrument must execute beautifully and the conductor must give incredible direction. Not to mention practice, practice, practice.

What is the biggest challenge in your work?

Staying relevant in the competitive landscape is always a challenge, which requires agility and nonstop creativity.

Tackling the millennial Rubik's cube as a heritage brand is another great opportunity.

What is your work priority for 2019?

In 2019, Pomellato will expand its retail network in North America and Mexico, so executing well and ensuring

consistency will be a focus.

Retail excellence is always a priority in order to drive performance.

Boucheron in North America will grow through high jewelry sales and network development both in the U.S. and Canada.

Raising brand awareness for both brands will continue to be a priority.

What is your proudest achievement in luxury?

I have had the distinct pleasure to be a part of the brand development of several world-class brands in North America.

I am most proud of the qualitative network development and performance under my watch.

I worked with and created many incredible teams along the way.

I am also proud of the incredible partnerships I can list today as a result.

How do you see luxury evolving in 2019?

Luxury will continue to be driven by experiences in-store, one-on-one and through events and activities money can't buy.

Sales will continue to grow online due to convenience, but the retail store experience will determine how much.

[Please click here to see the entire Luxury Women to Watch 2019 list](#)

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