

HOME FURNISHINGS

## Lladró's Sandro Jordan: Luxury Woman to Watch 2019

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Sandra Jordan

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:

Sandra Jordan, CEO of the Americas, **Lladró**, New York

"I am tasked with expanding the American consumer's perception about porcelain and the versatility of its use"

What do you most like about your job?

I love working with a heritage brand that takes the art of luxury to heart.

Working with our incredible team in Spain inspires me.

I am in constant awe witnessing the beauty that the artisans we work with imbue into each piece.

I'm eager to introduce exciting new ways of living with the richness of porcelain into the American market.

What is the biggest challenge in your work?

I am tasked with expanding the American consumer's perception about porcelain and the versatility of its use.

Lladró is an ever-evolving company that is reaching out into new points of distribution.

As we launch new products and expand our client base, it is important that we keep our core consumer engaged and preserve the heritage of the brand, all while moving into the future.

Maintaining these touch points can be a delicate balancing act.

What is your work priority for 2019?

To let the world know that Lladró is truly one of the enduring luxuries for the home.

Our artisans and collaborators conceive and create sublime objects, many of them limited editions, that sit in the same space as paintings or sculptures by leading masters in an art gallery.

Lladró has been known for encapsulating important moments that resonate with people in their lives.

As the world turns, we are working to identify what matters most to people now and translating these key elements into new and exciting product offerings that employ the time-honored traditions Lladró is known for.

What is your proudest achievement in luxury?

The best is yet to come.

That being said, I am very proud of the Lladró pop-up shopping experience that my team and I curated to showcase an evolution of the brand.

We captured attention and gained admiration from key tastemakers, celebrities and chic consumers in the Hamptons [in New York state] this summer.

The environment in Southampton [in New York] gave expression to what luxury looks like in today's world: our space was vibrant, modern and elegant.

I was honored that *Architectural Digest* named Lladró one of the Top 10 Pop-Ups in design for summer 2018.

I'm looking forward to exciting people with what's next.

We are coming this fall to Tyson's Galleria in Virginia and then to South Coast Plaza in Southern California, which will be a luxury shopping extravaganza.

How do you see luxury evolving in 2019?

With globalization and the advent of the Internet, more people have become aware of high style and they have greater access to procure luxury items.

In the past, people were relegated to what they found in their hometown.

Today, people are looking far and wide for inspiration from tastemakers and other influencers. So much beauty is at their fingertips through the World Wide Web.

Consumers are more discerning than in times past.

The brands that make the biggest impact are those that curate exceptional experiences, and we are always looking at ways to elevate our brand experiences.

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

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