

FINANCIAL SERVICES

The White Company's Elizabeth White: Luxury Woman to Watch 2020

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Elizabeth White

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:

Elizabeth White, founder/CEO, [The White Company](#)

"My proudest achievement in luxury has been the ability to get my clients what they want within minutes"

What do you most like about your job?

The best part about my job is being able to apply technology to the world of luxury.

I have been fortunate to be a leader in the use of blockchain technology and cryptocurrency to facilitate luxury purchases. This has allowed me to work with individuals who traditionally have not had access to luxury, and help fulfill their dreams of VIP access, elite vacations and fine goods.

What is the biggest challenge in your work?

The biggest challenge has been bringing together the world of traditional luxury with the often flamboyant and untraditional culture of the crypto wealthy.

Sometimes a fine art dealer has no idea what bitcoin even is, much less how someone could have become wealthy from it.

On the other hand, the crypto wealthy tend to be much more private, so it can be difficult planning events that are extravagant on one hand but don't draw too much attention on the other.

What is your work priority for 2020?

For 2020 our goal is to continue bringing the technology that we built to support our luxury business to a broader audience by focusing on our fintech offerings.

Namely, we have expanded our White Wallet payments system that allows users to exchange the top Cryptocurrencies into 10 worldwide currencies and use it at top merchants like Uber, Amazon [and] Apple as well as Visa and Mastercard debit cards.

We will be expanding the capabilities of White Wallet even more in 2020, making it the premier alternative to traditional banking for crypto transactions and international payments for individuals and businesses.

What is your proudest achievement in luxury?

My proudest achievement in luxury has been the ability to get my clients what they want within minutes.

For example, I had a buyer from Singapore that wanted to purchase a piece from a very famous artist that was not available for public sale. Normally, this buyer who was not known in art circles yet would have had to reach out to a gallery or art dealer, develop a relationship with them, show proof of funds and send in a deposit prior to securing the piece. This would have taken days, if not weeks, and by then the painting would have been likely gone.

However, leveraging our payments systems, we were able to arrange for deposit and even professional storage of the piece all in the same day, and the buyer walked away smiling knowing he didn't miss out on a fantastic opportunity.

How do you see luxury evolving in 2020?

I believe that, in 2020, luxury will be more accessible.

There are less barriers these days, for example, for a buyer in China to buy a vintage car in the U.S., or a multi-millionaire living in the Caribbean buying luxury properties across the world.

It used to be that the process, not just the cost, of luxury was what made it hard to obtain.

With technology, including blockchain for payments, the best in luxury will be available for anyone across the world who is willing to pay for it.

[Please click here to see the entire Luxury Women to Watch 2020 list](#)

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