

JEWELRY

Satta Matturi Fine Jewellery's Satta Matturi: Luxury Woman to Watch 2021

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Satta Matturi

By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 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:

Satta Matturi, founder/CEO, [Satta Matturi Fine Jewellery](#), London and Gaborone, Botswana

"Innovative designs and impeccable craftsmanship have always been at the heart of luxury offerings, but increasingly, consumers want to know more about the process and want to be part of it"

What do you most like about your job?

I particularly enjoy the process of researching and validating the inspirational themes that influence SMFJ [Satta Matturi Fine Jewellery] creations.

I personally build a story and vision for each project and ensure that this is fully integrated into the heart of each design, as I believe this brings authenticity and differentiation to a collection.

I also enjoy seeing the pieces come to life and going through the process of adjusting the symmetry and balance to get them just right.

Finally, I love diamonds and any opportunity to spend time with either rough or polished diamonds is not to be missed.

What is the biggest challenge in your work?

Managing a brand/business based out of two countries, U.K. and Botswana, whilst connecting with a globally diverse team.

We had plans to launch the new collection at the Couture show in Las Vegas at the end of May and continue to adjust and re-phase the project.

How have you adapted to the new order of things with the public health crisis?

The pandemic has forced us to be more innovative with our approach to doing business and, in some respects, allowed us to accelerate certain initiatives which otherwise may well have remained on the "tomorrow" list.

Amongst it all, though, there was suddenly a period of reflection where I could review the business, listen to a multitude of webinars and podcasts and absorb the creativity that's out there.

What is your work priority for 2021?

Having launched the new collection, we will be looking to continue with the wearable art concept and focusing on our collaborative work with galleries to showcase a curated line of designs.

I'm also looking forward to the launch of the new ecommerce platform, which would promote the brand to a broader audience.

What is your proudest achievement in luxury?

It has to be the SMFJ signature piece, which is the Nomoli Totem.

The design is an inspiration and re-imagining of the traditional African masks that feature in spiritual masquerades that are linked to original civilizations found in Central and West Africa.

It was a challenging piece to design and produce, including finding a specialist cutter who could shape the one-piece body of the totem in a variety of gemstones.

We were the first to create bejeweled versions of these mask forms and it has become synonymous with the brand.

How do you see luxury evolving in 2021?

Innovative designs and impeccable craftsmanship have always been at the heart of luxury offerings, but increasingly, consumers want to know more about the process and want to be part of it.

This consumer-led pull will ensure that every part of the value chain, especially our environment, is considered in a slow and ethical way.

I have to say that I'm also anticipating an explosion of creativity across art, design, music and luxury.

The last few months have been really tough across the globe on so many levels, but it has taken us out of our comfort zones, made us re-imagine so many aspects of life and, undoubtedly, this will be reflected in a renaissance of creativity and design.

[Please click here to see the entire Luxury Women to Watch 2021 list](#)

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