

JEWELRY

## Mikimoto's Georgina Coleman: Luxury Woman to Watch 2022

November 1, 2021



Georgina Coleman

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.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Here is one honoree:

Georgina Coleman

Senior vice president of retail

**Mikimoto**

New York

*"Sales will continue to grow online due to convenience, but the retail boutique experience will be memorable and emotionally connecting"*

What do you most like about your job?

What I love about my job the most is the opportunity to build and develop teams to achieve success. I am committed to the progress of each individual on my team, ensuring they are equipped to face the challenges presented every day.

I see my role as a problem solver at the macro-level, and I enjoy collaborating with various partners to develop the business while identifying key drivers that enable growth.

I also sit comfortably in the world of possibility, and attract a similar mindset: consistency and accountability is key.

In my role, no two days are alike.

I love the range of being present at our boutiques with the team, traveling to each market, and the strategic element

while at the office.

Keeping pace in an environment that is constantly evolving, while focusing on what truly matters.

The team, a great culture and the needs of our clients are some of my favorite things.

What is the biggest challenge in your work?

Currently, retail is in a very interesting digitally accelerated arena, where online interactions have become a focus.

However, I feel there are in-boutique experiences that are certainly not replaceable, particularly with the tactile aspects.

Sales will continue to grow online due to convenience, but the retail boutique experience will be memorable and emotionally connecting, especially to our discerning high jewelry clients.

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

Mikimoto is not a brand that chases short-term trends, but stays true to its heritage, delivering on its assurance to quality.

Maintaining agility, the speed in which we can pivot and adjust to what is happening in the market, will enable us to find opportunities within the challenges.

Evolving with the expectations of our clients and ensuring consistency across all channels is crucial for success.

What is your work priority for 2022?

Retail excellence is always a priority to drive performance, which is why we are accelerating investment in clientele tools for our sales ambassadors and in digital marketing.

We are also investing in our people through learning and development programs, while attracting and retaining the best talent in the market.

We will continue to foster an entrepreneurial and collaborative mindset, constantly looking at new ways of working, streamlining processes and continuous improvement.

Empowering the team to deliver exceptional results through focused and personalized brand experiences is a priority, and raising brand awareness will continue to be a priority through a client-led strategy.

Our goal is to deliver exceptional client experiences through personalization, hosting unique experiences and continuously connecting with clients to ensure that we are cultivating authentic, emotional and long-lasting relationships.

What is your proudest achievement in luxury?

I have had the pleasure to be a part of several exceptional global brands in both Europe and North America.

I am most proud of the many incredible teams I have created and worked with along the way, as well as the networks which I have developed and performances that I have been responsible for.

In addition to the meaningful friendships that have endured, I am honored to have joined the Mikimoto team and my involvement in navigating the brand's evolution over the past two years.

How do you see luxury evolving in 2022?

The pandemic has left long-lasting consumer shifts with more people willing to buy online, including high jewelry.

Luxury will no longer be able to rely solely on in-boutique experiences and physical interactions, but through digital transformation.

Where luxury jewelry was previously hesitant to embrace digital channels, many of us have doubled down on ecommerce from 2020 to further increase revenue and to reach a broader audience.

We've started to approach business more holistically. It should be up to the customer to determine from which channel he or she will chose to make his or her purchase.

We must ensure that the client experience is consistent across all platforms, delivering experiences that feel

exclusive and bespoke, such as personal stylists, private viewings, white-glove delivery and more customized services.

A new generation of younger affluent clients will continue to rewrite the rulebook of the once-bulletproof luxury industry with new needs, new behaviors and digitally infused lifestyles.

We will continue to express our legacy through animating the art of storytelling by our experienced sales ambassadors each and every day.

At the heart of Mikimoto is its ability to innovate and at its core is sustainability. Unlike every other gem, pearls do not take away from the natural environment, but give back.

[Please click here to see the entire Luxury Women to Watch 2022 list](#)

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.