

RETAIL

Mine & Yours' Courtney Watkins: Luxury Woman to Watch 2022

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Courtney Watkins

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:

Courtney Watkins

CEO

Mine & Yours

Vancouver, British Columbia

"I've realized you can't be everywhere at once as a business leader"

What do you most like about your job?

I love that I've been able to build a community of like-minded women who invest in themselves and their closets.

Creating authentic relationships with our clients, community members, team and other entrepreneurs is incredibly meaningful to me.

Since I was young, I've always loved playing dress up in my mother's closet and finding creative ways to showcase my style for less. Now I get to help others do the same.

My job as the CEO of Mine & Yours is fast-paced, exciting and a lot of hard work. I love that I get to consistently challenge myself.

What is the biggest challenge in your work?

Currently, a big challenge for us is looking for opportunities to scale.

I've realized you can't be everywhere at once as a business leader.

As Mine & Yours grows, we are challenged to look into how we can create greater brand awareness, source larger quantities of high-quality product, expand our marketing/content creation efforts and hire new team members to assist with these tasks.

What is your work priority for 2022?

For 2022, it's about growth and expanding Mine & Yours.

We are excited to announce that in September, we opened our second Vancouver retail boutique located in Yaletown. In 2022, you can further expect to see us expanding further into Toronto.

What is your proudest achievement in luxury?

My proudest achievement in luxury to date is building long-lasting relationships with suppliers.

This year we acquired a series of highly-coveted Goyard bags from one of the world's largest collectors. The supplier of the collection actually became friends with the Goyard family and were introduced in Paris. He's been flying across the world collecting Goyard pieces since 1980.

I've built another incredible relationship with a supplier who sold us the extremely rare Louis Vuitton X Supreme Boite Skateboard Trunk, which I've seen on the resale market for over \$100,000.

How do you see luxury evolving in 2022?

I've recently read that the resale market is projected to reach \$77 billion by 2025.

I think pre-loved luxury and shopping secondhand will shift towards becoming commonplace.

Personally, I predict that the trend "less but better" will evolve in 2022, with more clients seeking to purchase luxury "investment pieces," timeless classics that have high resale value.

Ultimately, I think people want to feel good about the purchases they make. Consumers are caring more about luxury brand values, sustainability initiatives and impact.

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