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 BY HEATHER SANDLIN  
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FEATURES  
**In the spotlight with Veronica Favoroso, CEO of GemCloud**  
 BY HEATHER SANDLIN  
 © Monday, 10 August 2020, 8:00 - Updated on Tuesday, 11 August 2020, 15:28

Home > Features

## In the spotlight with Veronica Favoroso, CEO of GemCloud

An interview by Isabella Yan

by HEATHER SANDLIN

Monday, 10 August 2020, 8:00 - Updated on Tuesday, 11 August 2020, 15:28 / In Features 5 min read



Core founders Noah Severs, Veronica Favoroso and Philippe Ressaygeac

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More businesses rely on the internet to go to market, generate sales and provide customer service. This means professional inventory management is increasingly being considered as a necessity and GemCloud, as the sector leader, has taken tremendous steps to bring the coloured gemstone industry online. The tech company has recently unveiled its new gemstone inventory management software, to help gem traders increase the efficiency of their operations and boost their sales channels.

Already deployed and connecting with some of the leading names in the industry, GemCloud provides a range of services for buyers and sellers including a universal grading standard for coloured gemstones. Users can also have exclusive access to an online marketplace providing competitive pricing, traceability, and a completely secured and vetted environment.

Founded by a team of gemstone experts from key areas of the industry, we spoke to Veronica Favoroso, CEO and co-founder of GemCloud, about the company's latest technological innovations, and its vision to become the leading marketplace and tech provider for the gemstones industry.

### 1) What is your background?



I'm a trained attorney but also come from a business background. I read an MBA in London after 5 years working in the booming landscape of China during the Olympic games and the expo. I learnt about gemstones with Fabergé and Gemfields where I worked for about 5 years, and where I met my husband and co-founder Philippe Ressaygeac.

### 2) What led you to launch GemCloud? Tell us a little about this.

The core founders have been working in the gemstones and in the tech industry for over 20 years. Noah Severs and Junaid Atkar are veterans in the tech and created one of the most complete software for the jewellery industry. Having diverse backgrounds led us to apply business models from other industries which strive for efficiency and modernity. From our experience we learnt that the gemstone industry is highly fragmented and traditional and we were well aware of the challenges of both vendors and brands. Hence, we saw a market opportunity, and a very interesting space for improving the industry, and also bringing it to a more efficient stage. Our goals are to create an efficient marketplace with a common language and to help increase responsible sourcing standards, whilst helping small vendors to fast track their digitization and improve their sales.

### 3) What are the advantages of using GemCloud inventory management software?

Our software automates a lot of time consuming tasks, reducing "human" mistakes and provides very useful sales tools. Thanks to the barcode scanning, we made daily operations very quick and smooth. It ultimately helps traders to increase the efficiency of their operations and increase the number of their sales channels. Being built on the latest technology it is user friendly and



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sales channels. Being built on the latest technology it is user friendly and highly intuitive.

**4) How does GemCloud allow its stakeholders to run their gemstone businesses online?**

Our vendors do not typically have their own website. One of our key features is the ability to select stock and create instant mini websites in a few clicks, which they can share with their clients. On top of this, our users can upload their stock to the GemCloud powered marketplaces where they can expose their gems to reach global clients and increase the visibility of their inventory. At the same time, they can avoid the hassle of establishing and managing their own e-commerce site, customer service, fraud control, technology and maintenance.

**5) Can vendors upload their own gemstone photographs onto the system? If so how do you achieve consistent photography and visuals on the platform for every vendor?**

Vendors can upload their own photos & videos into the system for use on their own business. Nevertheless, for syncing the product to the GemCloud marketplace, we require high resolution standardized visuals which are generated by our authorized gem laboratories.

**6) Can rough gemstones and jewellery be uploaded into the inventory?**

Yes, GemCloud can certainly be used to upload rough gems. The jewellery version is in progress and will be live by the end of the year.

**7) Do you assess the products uploaded onto the platform?**

Before being able to sync their inventory to GemCloud powered marketplaces, we have a double degree of verification: Firstly, each gemstone needs to undergo a verification process through an authorized laboratory. For now, we require all the gemstones on our platform to have a gem lab report. Secondly, our partner vendors go through a KYC and a third party verification. GemCloud is a partner of the Colour Gemstones Working Group (CGWG) which has recently launched the Gemstones and Jewellery Community Platform (GJCP), an initiative to help traders improve their responsible sourcing practices. We require each vendor to become a member of the GJCP and go through an assessment.

**8) How do you ensure traceability information is provided?**

Our software digitally maps the path of the gemstone through the cutting process etc. which gives our users the ability to track the past history of any items entered into the system. Once a stone is entered into our system, it creates a unique digital identity for this item and any documentation attached to this item will remain with it even if you recut the stone. You can then access all the past history and documentation attached at any step in just a click.

**9) Could you tell us more about the mobile app you will be launching?**

We are launching our app in the next quarter.

**10) How do you think GemCloud will redefine and change the global jewellery industry?**

This is a very traditional industry where memory based operations are very common. Many businesses are being handed over to the new generation and there is a huge need for technology. Making a website is only the outer layer of digitization and the real value of our business is that we enable the full value chain to transition online.

**11) GemCloud has been shortlisted in the JNA Honouree list and you're also nominated for the Industry Innovation of the Year JNA awards. How do you feel?**

JNA is one of the most prestigious and coveted awards programs in the international jewellery and gemstone industry, and we are very proud of being shortlisted for Digital Innovator of the Year. As the new kid in the block we are quick and flexible and innovation is our daily fuel. Working with my team was such an intense learning experience and we have made huge steps in relatively short time, and we have literally dedicated ourselves to making GemCloud successful and good for our clients. So the fact that such a jury found our company a good candidate for the title made us really proud. Nonetheless, we must admit that being up against two giants as KGK and De Beers Company like Tracr make us even more excited!

**12) Where in the world is GemCloud used?**

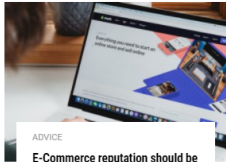
Currently, we are in over 10 countries: Thailand, India, Sri Lanka, Australia, UK, Switzerland, Belgium, Germany, South America, USA & Israel.

Interview conducted and written by gemologist, blogger and journalist, Isabella Yan



**Heather Sandlin**

Heather joined Mulberry Media in November 2019. She is a graduate of Durham University and works across a range of Mulberry websites as an Editorial Assistant. Feel free to drop her a line with any story ideas on [heather@mulberrymedia.co.uk](mailto:heather@mulberrymedia.co.uk)



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## BAJ reveals winners of NHS competition

The competition was open to BAJ students and the public, and participants used CAD skills to design a piece that will be sold to raise money for NHS Charities Together

by HEATHER SANDLIN — Friday, 7 August 2020, 13:59 in Events 2 min read



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The British Academy of Jewellery (BAJ) has announced the winners of its Pins of Praise design competition, which was launched in support of NHS staff and volunteers as the pandemic unfolded.

The competition was open to both BAJ students and the general public, and challenged participants to use CAD skills to design a brooch pin that will be sold to raise money for NHS Charities Together, the membership organisation that supports over 250 NHS charities.

The designs were judged by a panel of professional jewellers and NHS workers, who selected one winner from the external entries and three from the BAJ community.

Elisabeth Barton won the external design, while Caitlin Rawe, Jacqueline Chisholm and Kristina Lindsay were unveiled as the BAJ student winners.

Barton's design features two hands holding each other in the outline of a heart. She has 10 years of experience in the jewellery industry, and has run her own CAD design business since 2019

Barton said: "After talking to my NHS family members about how they felt working through this time, the main words that they used were unity, community and togetherness.

"I felt the holding of hands was the best way to symbolise these words. Putting them in an outline of a heart shows the love and pride that we have for the NHS in the UK."

She said she was "pleased to see a jewellery competition that showcased CAD and 3D printing skills", adding, "Although this new technology is widely used within the trade they don't necessarily get recognised as a discipline within their own right."

Lindsay's brooch, meanwhile, also uses hand imagery, while Rawe designed a beetle holding a heart aloft in its pincers. Chisholm combined a folded facemask with botanical elements.

Pins of Praise competition judge Tim Haddon, an NHS paramedic working with the East Midlands Ambulance Service, said: "The entries were all amazing, with such a high standard of creativity – I loved that there was such a variety and range of ideas. They all had outstanding features so it was so hard to choose just three."

Kate Rieppel, head of academy at BAJ, said: "The Covid-19 pandemic has been challenging for everyone, but the tireless efforts of frontline NHS workers and volunteers during this time are deserving of our utmost gratitude and respect.

"The Pins of Praise competition is BAJ's way of thanking the members of the healthcare community for their hard work and sacrifice during the pandemic."



### Heather Sandlin

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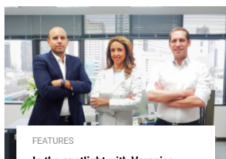


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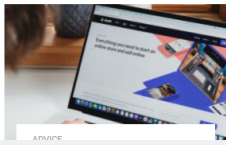
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## Covid-19 and the jewellery business – How store owners should be preparing for re-openings

by **HEATHER SANDLIN** — Friday, 7 August 2020, 13:53 *In Tips* 3 min read



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Although COVID-19 continues to affect the world, its clutches are gradually loosening. Cities from all over the world have ceased on lockdowns, prompting business owners to develop plans and strategies for re-opening. A collaborative effort is necessary, especially since reopenings are happening sooner than anticipated—with cures and vaccines still in need, businesses and individuals scramble to find ways to exist in a post-COVID world, especially since the future remains uncertain.

Jewellery stores from all across the United Kingdom understand exactly what needs to be done—with their luxury goods and sales at stake, creating multiple plans and forecasts has helped them prepare for possibilities—including the resurgence of the deadly virus.

For peace of mind and health intact, a detailed and well-thought-out plan is required. If you're one of the jewellery businesses opening soon, here the two most crucial things you must take into consideration:

### Prioritise security

While the health and well-being of everyone are vital, having an exterior camera will help you protect your goods and premises. Your customers will also be likely wearing masks, making it difficult or nearly impossible to identify them, so ask them to momentarily lower their masks before entering the store. Once inside the store, however, remind them to keep their masks at all times.

If you cannot get a hold of outdoor cameras, however, ask for identification before showcasing your products. While it may seem too much work, be honest with your customers and let them know beforehand about heightened security. Crimes may run rampant, and it is in your business's best interest to remain vigilant.

Also, ensure that your alarm and security systems are functioning properly. Makes sure that every nook and cranny of the property is captured under surveillance, with resolution enough to identify possible offenders. Your alarm systems, on the other hand, need to be working. Conduct a thorough checking before re-opening, taking time to check if your alarm system pathways are clear and functioning.

### Ensure employee health, safety, and wellbeing

Dealing with the COVID-19 is a serious matter, but going back to work is necessary for the survival of the business. Understand that your employees are essentially risking their lives for work, so provide them with what they need. Re-train them before re-opening, and make sure you do everything in your power to make them feel comfortable. Provide them with masks, disinfectants, and other essential items, all the while reminding them to remain vigilant while interacting with customers.

It's also important to ensure that they are fit and healthy before returning to work. Be on the lookout for health requirements for employees, and if possible, ask them to provide health clearances and negative swab test results before coming back. Temperature checks should also be done daily and should an employee fall ill, have a plan set. The world is essentially living with the virus, after—contracting the virus is always a risk waiting around the corner.

### Recovering from COVID-19

There's no denying that businesses will be witnessing a slow start. With fear in the air and the risk of contracting the virus very much threatening, it will take a while before customers begin comfortable going out. Your best move is to simply wait and ensure that safety measures are conducted.

Customers will eventually begin visiting their jewellers once again, especially once they deem your place safe and protected from the virus. You'll likely be working on custom projects and repairs, and so your customers will likely be waiting for the completion of orders. So long as you take the necessary precautions and plan accordingly, you'll be able to re-open your jewellery store with renewed vigour.

For more jewellery news in the UK, keep in touch with us! Jewellery Focus offers you the fresh and latest on everything about the industry. With exclusive



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The diamonds are made when a 'diamond seed' is placed under high pressure and high heat in a controlled environment and left to grow for 70 to 120 days



By HEATHER SANDLIN

— Friday, 7 August 2020, 13:33 - Updated on Thursday, 13 August 2020, 16:56 #In Designers  
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