

# Look at Moi shop



Sisters Alana and Lauren Chang of Moi Moi jewellery in the QVB. Picture: PHIL BLATCH JP/18078

## SHIREEN KHALIL

IT can be hard enough growing up in the same house with your sister let alone running a business together.

But these two women have done a fine job developing a jewellery store that has made it to the finals of the City of Sydney Business Awards.

Alana Chang, 27, of Drummoyne and Lauren Chang, 29 of Summer Hill, rely heavily on bouncing ideas off one another for their Moi Moi jewellery

store located in Sydney's QVB.

It wasn't until their dad came home from a holiday in Hong Kong three years ago with Moissanite jewellery that they decided to open a jewellery store.

"When we found out Moissanite wasn't found in Australia, we thought it would be a great opportunity to bring the product here... six months later we opened Moi Moi in the QVB and in New Zealand two years after that," Alana said. Her best pieces of jewellery are the "unique

looking" rings in their limited edition collection from an Italian designer, Giovanni Battista.

"The majority of the jewellery we design is in our workshops two blocks away from our store and also a few coming from Italy and America," Alana said.

The girls are pleased to be finalists because "it means that all our hard work has been acknowledged and it will give our business a lot more awareness," Alana said. The winners will be named at a dinner on August 27 at Dalto House.