

# Australian Women Online

## Free jewellery appreciation workshops in Sydney

September 1, 2008 by [Deborah Robinson](#)



Lauren Chang Sommer and Alana Chang (pictured) introduced the world's fastest growing fine jewellery category to Australia and New Zealand after securing the exclusive Moissanite rights to both countries in 2005. With the support of their parents, the sisters opened [Moi Moi Fine Jewellery](#) in December 2004 at the Queen Victoria Building in Sydney.

Recently, the sisters were awarded the City of Sydney Business Award in the category of Retail Fashion and named in the top 5 businesses nominated for overall City of Sydney Business.

The Moissanite jewel which is made from a natural mineral Silicon Carbide has more brilliance, fire and lustre than any other jewel including diamond, and comes at a fraction of the cost. Because of its beauty and affordable price tag, the jewel has rapidly created its own niche since being launched by American creators Charles & Colvard in 1998.

As the Co-founder and Managing Director of [Moi Moi Fine Jewellery](#), Lauren Chang-Sommer is the visionary who guides the future strategic direction of the company.

At the age of 20, whilst still at university completing a Bachelor of Art Theory, at UNSW's College of Fine Arts, with no capital or business loan, Lauren co-founded Art Essentials with Justin Sommer, who is now her husband. They operated the picture framing business from their garage, selling photo frames made from timber

off-cuts at the markets earning enough money to buy their own machinery. Lauren was involved in the business full-time until she co-founded Moi Moi Jewellery. Justin continues to run Art Essentials, an extremely successful business servicing more than 5,000 retail and wholesale customers nationally.

Alana was in Chicago when Lauren proposed the Moi Moi business to her so she jumped on a plane straight away returning to Sydney to open Moi Moi Fine Jewellery with her sister.

Alana graduated from a Bachelor of Communications from Griffith University, a degree she studied via correspondence so she could travel simultaneously. With her love of travel still prevalent, Alana still travels to source jewellery designs and discover upcoming jewellery trends around the world.

Alana is responsible for jewellery design, website management, graphics, and marketing within the business where her vision remains clear - to increase awareness of the product, maintain customer satisfaction and stay ahead in the industry as innovators and pioneers of a new trend in fine jewellery.

### **Free Jewellery Appreciation Workshops in Sydney**

Moi Moi Fine Jewellery, will host complementary jewellery appreciation workshops every Thursday evening between 6pm and 7pm at the stunning Moi Moi store in the QVB Building in Sydney - **Bookings are essential**. For more information or to book your place visit the website [www.moimoi.com.au](http://www.moimoi.com.au)