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- Alana Chang.

Moi Moi Fine Jewellery is Australia's sole distributor of the Charles & Colvard created Moissanite jewel, a jewel with more brilliance, fire and lustre than any other jewel including diamond, at a fraction of the cost. The Moi Moi Fine Jewellery store is in the Queen Victoria Building.

Q: What has been your favourite or defining moment in your role so far?

A: One of our biggest achievements was securing a sub-distributor for Moi Moi in New Zealand in 2006. This validated everything we had worked for. In less than two years, we had built not only a brand but one that was systemised, profitable and most importantly, saleable!

Q: What is the most enjoyable part of your role?

A: It's a girl's dream job to come to work and be surrounded by jewels. One of the best parts of my job is being able to travel anywhere in the world to visit international jewellery trade fairs. We've been to Hong Kong and Italy so far.

Q: What inspires/influences you?

A: Magazines, and classic Hollywood icons such as Elizabeth Taylor and Audrey Hepburn inspire me to design extravagant but elegant jewellery. I also get inspiration from our customers, it's great to design a beautiful piece together.

Q: What part of your role is the most challenging?

A: Our biggest challenge would have to be introducing a whole new stone to the Australian public. Awareness is the key to the success of Moissanite. The phenomenal success of Moissanite internationally only makes this challenge in Australia more exciting.

Q: What is one thing you want people to know about what you do?

A: I love finding out exactly what a customer wants and delivering it. I love building relationships, giving more than customers expect and most importantly, making them happy.

Q: Describe your signature, what is your label well-known for?

A: Our signature would have to be value. We have created a new category of fine jewellery in Australia, which features created jewels of the highest qualities and which brings value to our clients.

Q: If you could work with anyone, who would it be and why?

A: Giovanni Battista, one of our Italian designers. He is an elderly man who lives in Valencia, and still designs jewellery the old-fashion way, beautifully hand-sketched rather than computerised. All his pieces are exclusively handcrafted for us. I know I would learn a lot from his experience.

Q: What has got you excited at the moment?

A: I am planning and organising my overseas wedding this year, as well as consulting with our shop designer for the refurbishment of our QVB store.

Q: What are the things you can't live without?

A: My fiancé, James, my family and my three puppies!

Q: What is coming up for you in the future?

A: We want to expand our business, and open up more Moi Moi stores across Australia when the opportunity arises. Our QVB store will also be refurbished mid-year and reopening with a spectacular secret new range.

<http://www.moimoi.com.au>

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