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Emperor's new service

Emperor's Fine Jewels will take service to a new level with a soon-to-be-added e-commerce platform that will allow its customers to see and try out its wares at the click of a button, writes DAZMAN MANAN

VERY soon, the rich who live in distant locations – where the closest swanky store could be a plane ride away – will be able to buy baubles that cost hundreds of thousands (or even millions) of Ringgit with just the click of a button.

It's one of the services to be provided by Emperor's Fine Jewels boutique. "We're going to introduce an e-commerce platform (maisondenitengoenka.com) where you can purchase and see our products online as if you're in the store," says the brand managing director Nitin Goenka.

He continues: "With a special app, you can view our jewellery in 360 degree mode and even "try" them online. We have a "book an appointment" feature for serious buyers and our sales rep will fly to wherever they are to show them the actual piece(s)."

The store opened in Starhill Gallery, Kuala Lumpur two years ago and its name was chosen, says Goenka, to represent the best of everything – from divine diamonds and fine craftsmanship to grand design and excellent service.

"Our collection of celebrated diamonds, emeralds, rubies, pearls and sapphires are sourced from Sri Lanka, Myanmar, Mozambique, Colombia, Zambia and South Africa. I personally visit the hubs to make sure we are getting the best stones and cuts," says the tall, bespectacled man who has over 15 years of experience as a buyer of diamonds and precious gemstones, and as a jewellery designer.

Among the stunning creations include diamonds and sapphires encrusted on a swirling gold choker. A pair of earrings which features diamonds and emeralds designed to resemble a cascade of water is equally arresting.

Then there is a white gold cocktail ring enhanced with diamonds on each side, topped off with ravishing rubies, each in an oval, candy-like shape.

Goenka, who hails from Mumbai, India, decided to set up shop in Kuala Lumpur because he says the city has great potential to become a shopping haven for all things opulent and extravagant. "Malaysia is growing fast as a luxury market. You'd be surprised at the number of



NITIN GOENKA

luxury shoppers in the country and women here love their jewellery and other fine things. Kuala Lumpur is a centre for premium goods. As it is, there are lots of high-end watch labels here in Starhill.

"Another reason we opened in Kuala Lumpur is to cater to the needs of our Southeast Asian clients from Taiwan and the Philippines for example. We have a niche clientele comprising royalty and affluent families," explains Goenka.



A FLORAL BURST OF DIAMONDS AND EMERALDS



COCKTAIL RING OF DIAMONDS AND RUBIES

He adds that plans are underway to make Emperor's Fine Jewels' presence felt in Europe too; in London and Paris especially.

According to him, his clients in Asia usually buy top quality pieces that can be passed down from generation to generation. "The inheritance culture and family values are strong among Asians. This is why our Asian customers prefer to purchase investment pieces. They make sure anything they buy is of high value," he explains.

He adds that jewellery is not only about style and fashion anymore. "We even give customers a written, detailed description of each stone even if it is a necklace adorned with 100 stones. We take it very seriously."

Before the plummeting of the Ringgit, the label even gave customers five per cent more than what they paid for a piece purchased at the store if it was returned after a year or so. "We have a loyalty programme that's rewarding. We value our clients. They're not one-off customers. It's a marriage between our customers and us."

Goenka has a team of designers who come up with new designs every month. "We create approximately 300 designs yearly. Currently, the looks are nature-inspired," he says.

Does he wear any bling? "I love watches," says Goenka, whose gleaming gold Rolex Daytona timepiece could be seen peeking out of his sleeve.

DEEP GREEN JADE EARRINGS ENHANCED WITH DIAMONDS, AMETHYSTS AND WHITE ONYX



ORIENTAL EARRINGS IN TIME FOR CHINESE NEW YEAR



A SWIRLING CHOKER OF DIAMONDS AND SAPPHIRES

