

# Digital-First Global Luxury Jewelry Platform Business



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This opportunity involves a digital-first luxury jewelry platform designed to sell high-average order value (AOV) fine jewelry at scale. Built as a digital-native entity from inception, the company has bypassed the limitations of legacy retail models by embedding automation and conversational sales into its core operations. The offering includes a transferable operating system that combines brand equity with a fully integrated technology stack, ready for immediate international growth.

### Core Differentiators

- **Proven Online Conversion:** Demonstrated success in converting high-AOV luxury jewelry sales through digital channels.
- **Conversational Commerce:** Sales funnels are fully integrated with WhatsApp and Instagram DM to facilitate high-value transactions.
- **Integrated Technology Stack:** Operates on a proprietary, end-to-end platform covering e-commerce, CRM, production workflows, logistics, and finance.
- **Scalable Automation:** Systems are highly automated to eliminate manual data entry, enabling growth without a linear increase in headcount.
- **Bespoke Expertise:** Strong capabilities in made-to-measure and customized pieces to meet growing inbound demand.

### Strategic Growth Engines

The platform is built around modular levers that allow a buyer to activate growth according to their specific strategic priorities:

- **Geographic Expansion:** A ROAS-led, test-and-scale advertising model for international digital acquisition.
- **New Verticals:** Capacity to launch ring-fenced initiatives, such as lab-grown jewelry collections.
- **Channel Diversity:** Opportunities for marketplace integration, live-selling, and partner-led distribution.
- **Selective Physical Presence:** Potential for physical touchpoints through corners or consignment where strategically justified.

### Strategic Rationale for Buyers

#### TARGET PRICE

\$6,500,000

#### BUSINESS TYPE

Internet Businesses

#### COUNTRY

United States

#### BUSINESS ID

L#20260972

This asset is positioned to provide immediate operational capability and significantly reduce execution risk for several buyer types:

- **Retail Groups:** For rapid digital acceleration without internal disruption to legacy models.
- **E-Commerce Platforms:** To add a high-AOV luxury vertical to an existing portfolio.
- **Manufacturing Groups:** To achieve vertical integration and gain direct-to-consumer (DTC) access.
- **Financial Buyers:** Seeking a platform build-out with an asset that has already entered its scale phase.

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