

HOT TOPICS: REVEALED: Professional Jeweller's Collections of the Year 2016

- 6 hours ago

8 hours ago

Search ...



Graduates set up jewellery company to support women through micro-financing

Other June 16, 2016



Graduates from Imperial College Business School have set up an affordable luxury jewellery brand with an ethos of giving back to women in struggling communities.

Named after the Greek word ὄραμα (horama) meaning vision, Órama recently held its soft launch event in London, and its official website launch is planned for mid-September.

Founders Joelle Fuchs, Yolanda Zoma and Ilaria Gilardini set up Órama alongside micro-financing partner Opportunity International and the Women and Girls Appeal initiative, and profits from the range will give women entrepreneurs in struggling communities the chance to create businesses with the help of micro-loans.

Story continues below ▢

Advertisement

“Órama was born as a project during our Masters degree at Imperial College Business School,” says Joelle Fuchs, one of the company’s founders.

“We are three women with international backgrounds and experience in different sectors, all tied by the common goal of creating a venture with a strong social impact. Our first collection comprises delicately crafted silver and string bracelets, and the idea is to connect women from across the world who share a vision.

“We strive to achieve this through our partnerships with micro-financing institution Opportunity International and the Women and Girls Appeal initiative, which give women entrepreneurs in struggling communities the chance to create businesses with the help of micro-loans. To do this, we have pledged 10% of the profits of each Órama bracelet to Opportunity International,” Fuchs adds.

The bracelet collection includes eight affirmations signified in different colors (Strength, Independence, Vision, Positivity, Radiance, Drive, Growth and Sisterhood), and 10% of each of Órama bracelet’s profits will be donated to Opportunity International.

“We found that a lot of people we spoke to were concerned about transparency when it came to donating money to help the less fortunate, which is why we chose to donate profits to a micro-financing organisation instead of a normal charity.

“We believe that micro-financing allows individuals in developing countries to be independent whilst also being empowered by the skills learnt when receiving the loan. To further stress the transparency issue, we came up with an innovative way of packaging each bracelet, where every box includes the story of one particular woman that is being helped by Opportunity International, so the purchaser feels directly connected to a single individual rather than a large organisation,” says Fuchs.

SHARING

 Twitter

0

 Facebook

0

 Google +

0

 LinkedIn

0

 Email this article

 Print this article

AUTHORS



Naida Redgrave

TAG CLOUD

Imperial College Business School

ONE COMMENT:



Wayland Smith - June 17, 2016 said:

Excellent. At The Travelling Jewellery Emporium we also donate 10% of our earnings to charities. You just inspired me to donate last months 10% to Opportunity International.

Reply 

Your comment...



Your Name *