

Entrepreneur profile

NADIA JABOUR

*** Name of business:**

Designs By Nadia

*** Slogan:** Jewellery with a difference

*** Years in operation:** 5

*** Services:** Fashion jewellery for men and women

*** Email:** najabour@gmail.com

*** Web address:** <http://www.nadiadesigns.com>, <http://www.facebook.com/designs.by.nadia>

*** Number of employees:** 3

*** Location:** St Lucia

*** Annual turnover:** US\$25,000



LEFT & BELOW: Nadia at work in her studio, and some of the lovely pieces she has created

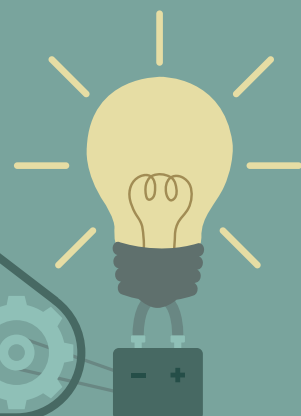
THE SECRET OF MY SUCCESS



In this, the second in a series of interviews in conjunction with **Upstart Caribbean**, we ask entrepreneurs to reveal their tips for success...

WHAT'S UPSTART CARIBBEAN?

We're a new movement fostering a culture supportive of entrepreneurship in the Caribbean. **Our mission?** To be the regional leader in Public Education campaigns that excite and economically empower our citizens to become entrepreneurs and social entrepreneurs, especially youth and women. Want to be an UPstart? Join us at www.upstartcaribbean.com



Q WHAT PROBLEM OR NEED IS YOUR BUSINESS DESIGNED TO SOLVE?

Most women prefer to wear a piece of jewellery that is unusual and inexpensive. I am of the opinion that jewellery should say something about your personality and make you feel extra special!

Q HOW DID YOU COME UP WITH THE IDEA?

I love to take material that no one thinks can be used, and make it into a treasure. I created a niche product for people who appreciate the use of natural products blended with style.

Q WHAT DISTINGUISHES YOU FROM THE COMPETITION?

My treasured material ranges from sea glass, driftwood, coconut, sea stone, indigenous seeds, wood and leather. Mixing natural material with beads from all over the world inspires me and, in addition, allows me to bring cultures together in an artistic fusion of exotic materials.

Q DESCRIBE THE 'EUREKA' MOMENT THAT PROPELLED YOU TO BECOME AN ENTREPRENEUR.

I think I was born into a family of entrepreneurs so it actually seemed very natural for me! However in this particular business I would say it was when someone I