

Daniel Espinosa de los Monteros

Daniel Espinosa Studio



“ I saw an opportunity to put Mexican silverwork on the global map. ”

COUNTRY	Mexico
INDUSTRY	Consumer Goods & Services
EMPLOYEES	250
YEAR SELECTED	2004
WEBSITE	www.danielespinosa.com/

COMPANY SNAPSHOT

From a struggling silver mining town in the heart of Mexico to the high-fashion streets of Beverly Hills, Daniel Espinosa has a passion for the art — and business — of jewelry. His bold line of silver jewelry has achieved brand recognition in numerous market segments, with clients ranging from everyday Mexican citizens to global celebrities the likes of Madonna, Gwyneth Paltrow and Penelope Cruz. With production facilities in Taxco, Guerrero — one of Mexico’s poorest states, yet one rich in silver craftsmanship tradition — Daniel has built sales channels in Mexico, the US, and Europe.

Mexico has long been home to the production of cheap, commoditized silver jewelry sold in bulk to retailers, without retailers having a direct say on the design. Daniel Espinosa Studio is challenging this norm, adding substantial value to one of Mexico’s most abundant natural resources.

ENDEAVOR AND DANIEL ESPINOSA STUDIO

As Daniel continues to expand his business on a global scale, Endeavor is providing him with formal management training to make this growth possible. With Endeavor's support he has restructured his production and sales divisions, which has had a major impact on the efficiency of the company.

Specifically, Daniel has benefited from local services such as branding mentorship, an advisory board, strategy breakfasts, and media appearances. He has also benefited from global services such as the eMBA program, workshops, Immersion Tour, and Entrepreneur Summits.

Daniel demonstrates commitment by frequently speaking on Endeavor's behalf, and has designed its Gala Honoree Award.