

Francesca Romana Diana

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“ I saw an opportunity to create semi-precious jewelry and accessories, sharing iconic Brazilian style with the world. ”

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| COUNTRY | Brazil |
| INDUSTRY | Consumer |
| EMPLOYEES | 102 |
| YEAR SELECTED | 2009 |
| WEBSITE | www.francescaromanadiana.com |

COMPANY SNAPSHOT

Artisan turned entrepreneur, Francesca is living proof of determination in the face of setbacks. After losing her 15-year-old jewelry company when she parted ways with her business partner in 2002, Francesca was forced to start over: in 2006 she created her eponymous, second jewelry company, Francesca Romana Diana. She uses indigenous materials for 90% of her designs and has — over the course of her career — created and grown the market for semi-precious Brazilian jewelry. The company has expanded to more than 20 retail stores around the world — from Benelux, Paris, and Madrid, to Brussels and Portugal.

ENDEAVOR AND FRANCESCA ROMANA DIANA

Francesca has benefited from global and local support in numerous areas, including in launching a new e-commerce website.