

Mercuri Mail

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To stand out in a world of Mxluxury, jewelers are reviving their custom divisions in 1889 the Maharajah of Patiala fell in love with a stone that he spotted at an exhibition in Paris.

He purchased it and years later brought it to Cartier, where jewelers weaved it into a cascade of diamonds that covered his chest and weighed in at almost 1000 carats.

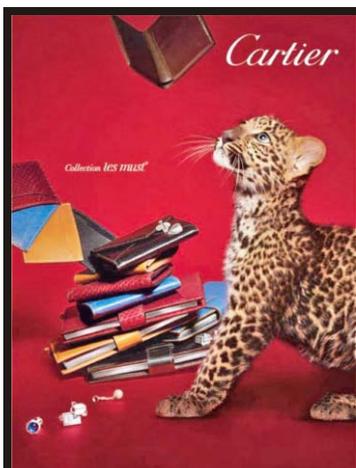
That same artisanal spirit lives in a hushed workroom a few floors above Cartier's flagship store at 13 Rue de la Paix. Here craftsmen- some trained at a special school that Cartier opened four years ago create bespoke baubles from scratch.

And in a world where luxury is ubiquitous, more and more clients are coming to the custom- jewelry unit for a design that is theirs and theirs alone.

Though still tiny in relation to the company's estimated \$ 2.5 billion a year in overall sales, the unit has posted double digit growth of each of the past five years and is crucial to the brand's cachet.

"We have been able to attract clients because of the beauty of these pieces," says Cartier CEO Bernard Fornas, who takes this business so seriously that he personally signs the design of every "high jewelry" Piece the company undertakes." The ultimate luxury is the thing that you have that nobody else has."

Cartier creates only about 200 unique items every year, each can cost anywhere from \$ 190,000 to more than \$ 6 million. Cartier comes up with many of the designs itself, but one client dreamed up and ordered a bejeweled desk set- pen holder, scissors, paper organizer- costing millions. " you want a glass covered with diamonds? We will do it." Says Fornas. " That's what a jeweler of kings should be able to do."



Cartier gets personal

Cartier isn't the only high – end company creating one-offs for wealthy clients. Five others are taking advantage of the growing trend:

DE BEERS-The company works only with diamonds. Rubies and sapphires need not apply. Some of their latest creations use rough, unpolished stones.

HARRY WINSTON-The place to go for rings and earrings. The jeweler works hard to make the settings invisible so stones take center stage.

VAN CLEEF AND ARPELS-Known for jewelry inspired by nature. Flowers and butterflies loom large in Van Cleef's designs. The company does custom work for existing clients.

TIFFANY-Within Tiffany's annual Blue Book collection, there are a few exclusive pieces, including glass brooches using a 3000 year old Egyptian technique called pate de verre.

CHANEL-The jeweler produces roughly 50 custom pieces a year. Designs draw from such Chanel icons as camellias, comets and stars.



Vintage

BUSINESS LIFE
Fortune-Sept 2006

Our Thoughts

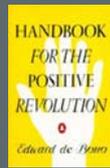
Peep into the world of luxury in **VINTAGE**

MUST READ –review of the De Bono classic-Positive Revolution

Find out about the essence of sales management in **FOCUS**

When Edward de Bono pioneered the concept of 'lateral thinking', he started a quiet revolution in thinking that has now spread across the world. He was twenty years ahead of his time when he put forward the idea of the brain as a self-organizing information system in 1969.

Must Read



Handbook for the Positive Revolution
Edward de Bono
Penguin Books, 165 pages

This is a serious revolutionary handbook. The greatest strength of this serious revolution is that it will not be taken seriously. There is no greater power than to be effective and not to be taken seriously. That way you can quietly get on with things without the fuss and friction or resistance from those who feel threatened.

The handbook describes a positive revolution where there are no enemies. A revolution where there is no rage, hatred, passion of being against something. A revolution where people are not locked into that old fashioned and tiresome habit of thinking based on 'I am right-you were wrong'.

As Bono himself says, "This book is a practical handbook and not an intellectual thesis."

The Handbook is a permanent symbolic reminder of the positive revolution, not just something to dip into.

There are five basic principles of the positive revolution. Why five? Because there are five fingers and it is easy to remember.

1. Effectiveness

Without effectiveness there are only dreams. Effectiveness means setting out to do something and doing it. Effectiveness is the thumb on the hand, because without the thumb, the hand is useless.

2. Constructive

The direction of the revolution is positive, not negative, constructive not destructive. This is represented by the index finger because that is the finger you use to point out the direction and the way to go.

3. Respect

Respect covers the way you behave towards all other human beings. Respect covers human values and human feelings. A revolution is by people but also for people- so respect is essential. This is represented by the third finger

because this finger is the longest finger and respect is the most important principle of all. If you cannot be positive towards fellow human beings what is the point of being positive?

4. Self Improvement

Every individual has the right and the duty, to make himself or herself better. This is both the energy of the revolution and the purpose. A machine cannot make itself better, a human being can. This is the fourth finger. We do not notice this finger much but it is there all the time. So self improvement must also be there.

5. Contribution

Contribution is the essence of the positive revolution. Not what can you expect or demand, but what you can contribute, if contribution is so very important, why does it just have the little finger on the hand?

To remind us that we can contribute even if the contribution is very small. Eventually, small contributions add up to big effects.

Read this delightful book to know more about the five principles of the positive revolution. The style is simple and effective - the principles are designed for implementation in daily life.

Happy Reading!

Ravi's Corner

Leaves

The tender banana leaf...velvet to touch
The aromatic curry and coriander leaves-a fine cuisine statement
The orange and yellow, dry almond tree leaves-crackle as we step on them
The Neem leaf heals the wounds like no other medicine
The droopy fan- like coconut tree leaves with stiff spines, a must in all gardens
The delicately patterned money plant leaves - in bottles, adorn window sills
The olive green touch- me- not leaves ,close shyly, as we touch them
The Lotus leaf with its water droplet, hides a philosophy
The oval betel leaves smell heavenly and taste so good
Tiny drumstick leaves-so flavoursome
The fresh fringed lettuce-simply irresistible
The bamboo shoots-a feast for the eyes
The Plumeria crowned with odd shaped leaves- looks so beautiful

So much more, Nature is ever so bountiful!!
I bow to thee

Successful Sales Management

As a thumb rule, good Sales Managers spend upto 75% of their time with their team, either individually or collectively. They plan to do this by the following rationale.



Activity 1 Coaching

Rationale- Improves knowledge, skills and attitudes. Needs at least one day per person per month to be effective (more for new sales people). Therefore six to eight days per month for the average sales team.

Activity 2 Sales Meeting

Rationale- Develops morale and team working, helps problem solving, and is an opportunity for group training. Needs at least one full day per month, preferably two to include training/problem solving.

Activity 3 Counselling/Individual Motivation

Rationale- A vital part of motivation. Needs regular attention to understand problems and help each member. Needs two or three days per team per month.

Activity 4 Communication

Rationale- Important for team building and recognition, verbal and written. Needs creativity and should absorb two days per team per month.

Activity 5 Appraisal / career development

Rationale- Should be much more than annual, as regularly as quarterly, that is up to one day per month per team.

Activity 6 Sales Planning/Analysis

Rationale- Needs to be participative for greatest motivation. Should be about one day per month per team, concerned with goal setting and action plans.

All these activities require about 75% of a Sales Manager's available time, or 15 days per month. Managing the sales force in this people oriented way increases leverage on performance significantly, which more than justifies the time spent.

Grant Stewart

Notes from all over

* "Once you make a decision, the universe conspires to make it happen."

– **Ralph Waldo Emerson**

* "It had long since come to my attention that people of accomplishment rarely sat back and let things happen to them. They went out and happened to things."

– **Leonardo da Vinci**

* "The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack in will."

– **Vince Lombardi**

* "Do not wait for leaders: do it alone, person to person."

– **Mother Teresa**

* "There are no shortcuts to any place worth going."

– **Beverly Sills**

* "A year from now you may wish you had started today."

– **Karen Lamb**

* "It will never rain roses: when we want to have more roses, we must plant more roses."

– **George Eliot**

* "He that can have patience can have what he will."

– **Benjamin Franklin**

* "I have discovered in life that there are ways of getting almost anywhere you want to go, if you really want to go."

– **Langston Hughes**

* "If plan A doesn't work, the alphabet has 25 more letters - 204 if you're in Japan."

– **Claire Cook, Seven Year Switch**



A short story to understand how positive determination helps one's own success

Once upon a time there was a bunch of tiny frogs who arranged a running competition. The goal was to reach the top of a very high tower. A big crowd had gathered around the tower to see the race and cheer on the contestants. The race began and no one in crowd really believed that the tiny frogs would reach the top of the tower. You heard statements such as:

"Oh, WAY too difficult!!"

"They will NEVER make it to the top."

"Not a chance that they will succeed. The tower is too high!"

The tiny frogs began collapsing one by one.... Except for those, who in a fresh tempo, were climbing higher and higher.... The crowd continued to yell, "It is too difficult!!! No one will make it!". More tiny frogs got tired and gave up.... But ONE continued higher and higher and higher.... This one wouldn't give up! At the end everyone else had given up climbing the tower. Except for the one tiny frog who, after a big effort, was the only one who reached the top! THEN all of the other tiny frogs naturally wanted to know how this one frog managed to do it? A contestant asked the tiny frog how he had found the strength to succeed and reach the goal? It turned out that the winner was DEAF!



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