



Ivanka Trump wearing diamond-briolette tassel earrings from her Ivanka Trump collection, \$95,000.

DIAMOND

Ivanka Trump is branching out from the family business with a dazzling new venture all her own

BY AMY FLURRY

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IVANKA

Who better to transform the often intimidating pursuit of fine-jewelry shopping than Ivanka Trump, a young woman who has eclipsed professional stereotypes ever since graduating magna cum laude from the esteemed Wharton School of the University of Pennsylvania three years ago?

This past September, Ivanka—the hotel heiress without a rap sheet—partnered with the prestigious diamond-trading company Dynamic Diamond Corp. and launched the Ivanka Trump collection, with a flagship store on Madison Avenue in New York City. Twenty-six-year-old Ivanka has taken on the role of designer and principal—her first project independent of the Trump Organization—the way she approaches everything: with absolute control, consummate professionalism and ardent ambition.

“I am an entrepreneur by nature,” says Ivanka from her Manhattan office, where she serves as vice president of real-estate development and acquisitions of her father’s company. “I wouldn’t do this if I didn’t think there was a need in the market, a niche we could fill.”

Renowned for her business savvy, Ivanka guides our conversation about her new endeavor with boardroom precision (with her in the executive chair). Nearly impossible to derail, she never falters when describing the venture’s initiatives—finest-quality diamonds and exquisite craftsmanship—and her plan to open boutiques nationwide.

Then a funny thing happens: The leggy blonde, who has graced the cover of fashion magazines worldwide and walked the runway for Versace and Tommy Hilfiger, becomes girly. “My assistant gets a kick out of watching me shift gears,” says Ivanka. “The development industry is highly male-centric, so I don’t interact with all that many females on a day-to-day basis. It’s nice to have fun with my more feminine side.”

Like Trump senior, the young real-estate executive has parlayed her abilities into a multifaceted career, affixing her name to a product line and boutique chain. But her love for things that sparkle is something she attributes to her mother.

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The Ivanka Trump collection is a modern interpretation of unique vintage pieces, many of which are inspired by the extravagant Golden Age of Hollywood.



Ivanka, pictured here in 1994, attributes her love of jewelry to her mother, Ivana. “I played dress-up with her jewels and clothes all the time,” she says.

New York with her on shopping excursions,” says Ivanka. Her first diamond—a solitary floating pendant necklace—was a gift from her parents on her 10th birthday.

The Ivanka Trump collection, she explains, is a modern interpretation of unique vintage pieces, many of which are inspired by the extravagant Golden Age of Hollywood. Her namesake line comprises diamond-and-enamel cuffs, a diamond tassel lariat necklace, signature coral enamel rings and a multi-strand rock-crystal necklace with a diamond oval clasp, among other distinct pieces that are enriched by gems and minerals such as black onyx, agate and pearls.

“The line is geared toward women who love jewelry as much as I do and who aren’t afraid to treat themselves,” she says of the collection, which is priced largely from \$5,000 to \$50,000, though some pieces top a cool million.

The boutique interior incorporates the ultra-sophisticated glamour quotient Ivanka believes Hollywood lacks. Furnished with mirrored vanities, shagreen tables, white satin drapes accented with coral-colored and silk-tufted walls, the boudoir-like showroom adheres to different ideals than other fine jewelry houses.

“We’re not a cold environment where customers are bullied into a sale,” she says. “By the same token we’re not afraid to educate the customer on the uniqueness of our designs and the quality of stones we use.”

Ivanka maintains her approach will appeal to a growing market of women who know what they like, value exquisite workmanship and wear even their finest jewelry with offhanded elegance.

Who does she envision will buy her pieces? “It would be more exciting for me to see a confident, elegant woman wearing them well than a Hollywood star or musician,” she offers. “Certainly there are people I don’t want to see in [the boutique], though I’m not going to name them.”

Mixing Ivanka’s ability to demur at precisely the right moment with the Trump name and a modern beauty looks to be a winning formula. And this might be the first of many leading roles in her own productions. Regardless, Ivanka’s penchant for pretty things and her nose for the luxury market make her a believable, even downright dependable star. ■



Inside Ivanka's eponymous flagship boutique at 683 Madison Avenue, between 61st and 62nd streets.



From left: Black-onyx cocktail ring with diamond accents, \$4,500; diamond-and-enamel cuff, \$24,000; mixed-cut diamond earrings with rock-crystal drops, \$45,000.