



GERMANI
JEWELLERY ACADEMY

THE BUSINESS OF LUXURY JEWELLERY

Practical knowledge. International perspective.
Real business experience.

16-WEEK PRACTICAL JEWELLERY BUSINESS PROGRAMME

MORE THAN ANOTHER QUALIFICATION

Learn the knowledge behind a real jewellery business.

The Germani Jewellery Academy has been developed from **50 years of hands-on international jewellery experience**. It brings together the practical knowledge, commercial understanding and judgement required to understand how a jewellery business actually works.

Knowledge Once Kept Within the Family

Traditionally, this kind of knowledge has been passed from parents to children through generations of established family businesses. The skills, experience, commercial understanding and closely guarded secrets of the jewellery trade were often kept within the family and handed from one generation to the next.

The Academy opens that practical knowledge to a new generation of students who want to build their own future in jewellery.

No University Degree Required

You do not need a university degree to attend the Academy. This is not about collecting qualifications to hang on a wall. It is about gaining practical knowledge, real-world skills and the confidence to take greater control of your own career, make informed choices and work towards the future and lifestyle you want to create.

Learn first-hand what it takes to become a jewellery store owner and operator - practical knowledge that cannot be gained through theory alone.

WHAT YOU WILL LEARN

From jewellery knowledge to retail success.

Diamonds & Gemstones

Quality, grading, identification, value, certificates, natural and laboratory-grown diamonds, gemstones, pearls and opals.

Buying & Sourcing

Local and international suppliers, manufacturers, trade fairs, auctions, purchasing methods, importing and merchandise selection.

Luxury Selling

Professional selling, communication, trust, client follow-up, VIP engagement and building long-term customer relationships.

Jewellery Manufacturing

Design, CAD, 3D printing, casting, handmade jewellery, polishing, workshop operations and local or overseas production.

Retail Business

Location, leases, fit-out, pricing, margins, merchandising, inventory, staffing, overheads, profitability and daily operations.

Branding & Marketing

Brand identity, positioning, packaging, websites, social media, promotions, launches, events and business growth.

16

WEEKS

6

CORE AREAS

1

BUSINESS PERSPECTIVE

International perspective: the programme draws on direct jewellery experience across markets including Los Angeles, Antwerp, Geneva, Riyadh, Lebanon, Morocco, Basel, Vicenza, Tokyo, Hong Kong, China and Sydney.

GERMANI JEWELLERY ACADEMY

WHO IS THIS PROGRAMME FOR?

For students who want more control over where their career can lead.

The Academy is designed for people interested in jewellery, luxury retail, entrepreneurship and business ownership - whether you are beginning your career or changing direction.

University students

Graduates

International students

Entrepreneurs

Luxury-retail professionals

Career changers

Future jewellery business owners

An International Classroom

Students from Australia, the United States, Europe, Japan, China and other international markets can bring different perspectives to the same practical goal: understanding how to build, manage and grow a jewellery business.

START YOUR JOURNEY

Founding Intake - Sydney

Request the full prospectus and register your interest.

Michel Germani

+61 420 205 096

michelgermani@me.com

204 Clarence St, Sydney NSW 2000, Australia

www.germanijewellery.com