



GERMANI
JEWELLERY ACADEMY

A Practical Education in Jewellery Retail

The Germani Jewellery Academy has been developed from 50 years of hands-on experience across the international jewellery industry. The programme brings together practical retail knowledge, commercial understanding and the professional skills required to build and operate a successful jewellery business.

More Than Jewellery Knowledge

Traditional education can provide theory. Successful retail requires the ability to apply knowledge in the real world. This programme connects the jewellery product with the commercial disciplines behind a successful retail operation: buying, pricing, merchandising, sales, customer service, marketing, staffing and business management.

50 YEARS

of industry experience

20+ STORES

established and
operated
in Sydney

INTERNATIONAL

experience across
major
jewellery markets

**“Knowledge creates confidence. Practical
experience
turns confidence into capability.”**

Who Is This Programme For?

The Academy is suited to aspiring jewellery business owners, retail professionals, salespeople, entrepreneurs, managers and anyone seeking a practical understanding of how a jewellery retail business operates.

What You Will Learn

Jewellery Industry Knowledge

Understand the journey from design and manufacturing through sourcing, wholesale and retail.

Diamonds & Gemstones

Build practical knowledge of quality, characteristics, identification and value.

Buying & Pricing

Learn the principles of merchandise selection, pricing, margins and informed purchasing.

Display & Merchandising

Create attractive presentations and use merchandise strategically to support sales.

Sales & Customer Service

Develop professional selling techniques, trust-building and relationship skills.

Marketing & Promotion

Explore practical approaches to advertising, events, seminars, promotions and relationship marketing.

Retail Store Operations

Understand the systems and daily disciplines required to run an efficient jewellery store.

People & Business Management

Learn how to structure responsibilities, recruit support and focus on managing the business - not every task.

The objective is not simply to know more about jewellery. It is to understand how knowledge, service and sound commercial decisions work together to create a sustainable retail business.

Learn From International Experience

The Academy is informed by direct experience across major jewellery centres and markets, providing students with a broader understanding of the industry and the realities of jewellery commerce.

LOS ANGELES

Jewellery study and industry development

ANTWERP

Diamond purchasing and international trading

GENEVA

Experience with the Geneva Freeport

RIYADH

Jewellery retail operations

LEBANON

Manufacturing and retail

MOROCCO

Wholesale and retail operations

BASEL • VICENZA

International jewellery trade fairs

**TOKYO • HONG KONG • SHENZHEN
• GUANGZHOU**

International sourcing and trade exposure

Business Ownership Mindset

A successful owner does not need to perform every task personally. Students are introduced to the importance of systems, procedures, delegation and specialist support - including valuers, repair specialists, manufacturers, gemstone and diamond specialists, marketing professionals and recruitment services.

The long-term objective is to build a business that can operate professionally, serve customers consistently and create opportunities for sustainable growth.

Your Business. Your Brand. Your Future.

The principles taught by the Academy can support a range of business models, whether you plan to operate under your own name, develop a private brand, build an online jewellery business or work with an established brand or licence.

A Flexible, Practical Programme

The core programme is designed as a 16-week learning journey, with scope to tailor aspects of the learning experience to individual goals, experience and areas of interest.

SPECIALIST AREAS

Jewellery Design & Manufacturing

Wholesale Jewellery

Online Jewellery Sales

Jewellery Valuation

Diamond & Gemstone Identification

Display & Merchandising

Luxury Goods & Watches

Fashion Accessories & Jewellery

Other Retail Service Businesses

Continuing Support

Where appropriate, guidance can extend beyond the learning programme into the practical process of establishing and developing a retail operation, including identifying suitable staff, advertising positions and working with recruitment

THE RESULT

A stronger understanding of the jewellery industry, greater confidence in retail decision-making and a practical foundation for building your own future in jewellery.

Jewellery Business & Industry Programme

A practical 16-week pathway from jewellery knowledge to business confidence

A comprehensive programme covering jewellery knowledge, retail operations, manufacturing, buying and selling, gemmology, branding and business awareness.

THE JOURNEY

01**JEWELLERY
KNOWLEDGE**

Weeks 1-4

02**RETAIL OPERATIONS**

Weeks 5-7

03**MANUFACTURING**

Weeks 8-10

04**BUYING & SELLING**

Weeks 11-12

05**GEMMOLOGY**

Weeks 13-14

06**BRANDING &
AWARENESS**

Weeks 15-16

The programme develops practical understanding, commercial awareness and confidence to participate in the jewellery industry, establish a jewellery business, or strengthen an existing operation.

16 WEEKS • 6 COURSE AREAS • ONE INTEGRATED BUSINESS PERSPECTIVE

01 - JEWELLERY KNOWLEDGE

Weeks 1-4

Build a strong foundation in jewellery products, the industry, valuation, retail presentation and essential business fundamentals.

Industry & Product Knowledge

- Design, manufacturing, wholesale, distribution and retail
- Silver, gold and fashion jewellery
- Cubic zirconia and stainless-steel jewellery
- Diamonds, gemstones, opals, pearls, beads and carvings
- Engagement rings, vintage and antique jewellery
- Related luxury and fashion products

Valuation & Pricing

- Gold, diamond and gemstone pricing
- Jewellery pricing and margins
- Wholesale and retail pricing
- Insurance and independent valuations
- Diamond and gemstone certificates
- Auction prices and market values

Retail Confidence

- Product knowledge and confident presentation
- Client relationships and follow-up
- Merchandising, packaging and display
- Advertising, promotion, catalogues and social media
- Guarantees, returns, cleaning and after-sales services

Business Fundamentals

- Stock lists and inventory
- GST, tax and refunds
- Profit and loss
- Wages and director's loan accounts
- Accounting systems and software

02 - RETAIL OPERATIONS

Weeks 5-7

Explore what it takes to establish, operate and grow a jewellery retail business - from location and fit-out through to people, marketing and financial management.

Establishing the Store

- Selecting a location and obtaining a lease
- Shop design, fittings and fit-out
- Local and overseas stock sourcing
- Purchasing, importing and pricing merchandise
- Inventory and accounting systems
- Understanding margins and overheads
- Recruiting and developing the right team

Marketing & Launch

- Advertising and promotion
- Store launches and events
- Brand ambassadors
- Creating your own brand
- Complementary product lines: watches, perfume, fashion accessories, handbags and leather goods
- Selling other brands and operating under licence

Business & Financial Management

- Profit and loss, GST and BAS
- Insurance and security
- Wages and financial management
- Business planning and financial projections
- Comparing jewellery and luxury retail business models
- Understanding overheads, margins and profitability

Expansion

- Explore opportunities to develop additional stores and extend operations locally and overseas.

03 - MANUFACTURING

Weeks 8-10

Understand the journey from jewellery concept to finished product, and explore the foundations of a workshop or vertically integrated operation.

Design & Production

- Jewellery design and CAD
- 3D printing and casting
- Handmade jewellery
- Polishing and rhodium finishing
- Gold chains and gold stamping
- Solid versus hollow construction
- Local and overseas manufacturing

Workshop Management

- Employing experienced jewellers and trainees
- Employment versus subcontracting
- Purchasing manufacturing equipment
- New and second-hand equipment
- Establishing or acquiring a workshop or factory
- Using trade fairs to source equipment and opportunities

Commercial Manufacturing

- Supply your own stores
- Wholesale to other retailers
- Local and overseas trade fairs
- Import and export
- Government export grants
- Develop an A-to-Z vertically integrated operation

Tools & Equipment Covered

- 10x loupe and microscope
- Tweezers and gold testing equipment
- Master stones
- Specific gravity testing unit
- Fluorescence unit and spectroscope
- Gold and gemstone scales
- Diamond tester

04 - BUYING & SELLING

Weeks 11-12

Develop practical approaches to sourcing jewellery and building confident, relationship-based sales.

Buying & Sourcing

- Manufacture in-house or subcontract
- Buy from local and overseas wholesalers
- Source from factories and trade fairs
- Purchase through auctions and online platforms
- Buy on credit or consignment
- Import goods and understand duties and taxes
- Purchase semi-finished products
- Understand supplier and return policies

Selling with Confidence

- Product knowledge and self-confidence
- Self-awareness and communication
- Understanding different customer personalities
- Building long-term client relationships
- Customer follow-up and VIP engagement
- Free cleaning, repairs and valuations
- Social media product launches
- Influencers, models and brand ambassadors

The Client Experience: combine strong product knowledge with professional presentation, packaging and personalised service to create lasting client relationships.

05 - GEMMOLOGY

Weeks 13-14

Develop practical knowledge of diamonds and gemstones, including identification, grading, buying and sourcing.

Diamonds

- The Four Cs: Colour, Clarity, Carat and Cut
- Brilliant and old-cut diamonds
- Diamond grading and buying
- Natural and laboratory-grown diamonds
- Natural fancy-colour and pink diamonds
- Local and international sourcing
- Wholesalers, trade organisations and auction houses
- Online diamond purchasing

Gemstone Identification & Buying

- Ruby, sapphire and emerald
- Aquamarine and tourmaline
- Garnet, amethyst and peridot
- Onyx, lapis lazuli and jade
- Pearls and opals
- Beads and carvings
- High-end and semi-precious gemstones
- Synthetic stones

Jewellery & Gemstone Sourcing

- Locally and internationally manufactured jewellery
- Buying from second-hand sources
- Online sourcing
- Guarantees and return policies
- Exploring gemstones as potential investments

06 - BRANDING & AWARENESS

Weeks 15-16

Build a distinctive brand, understand modern marketing channels and develop the leadership awareness required to grow a jewellery business.

Build the Brand

- Create and develop your own brand
- Sell under licence
- Offer complementary brands
- Build an integrated jewellery and luxury business
- Brand identity and market position
- Packaging and presentation
- Store location, design and fit-out
- Department stores, shopping centres, street-front and shop-in-shop opportunities

Marketing & Growth

- Website and social media
- Digital and promotional platforms
- Media and television advertising
- Outdoor advertising and signage
- Events, launches and VIP activities
- Celebrity and brand ambassadors
- Sponsorship, charity and community involvement

Self-Awareness & Business Leadership

- Personal motivation and continuous improvement
- Understanding different personality categories
- Building confidence and business awareness
- Ongoing knowledge and training
- Attracting the right staff and partners
- Working on the business - not only in the business
- Leadership, communication and community

Course Outcome

By completing the programme, students will develop a broad understanding of the jewellery business - from product knowledge and gemmology through to sourcing, manufacturing, retailing, marketing, branding and business management.

The aim is to provide the knowledge and confidence to work within the jewellery industry, establish a jewellery business, or develop an existing operation into a stronger and more integrated business.

KNOWLEDGE

Understand products, processes and the wider industry.

CONFIDENCE

Make informed retail and commercial decisions.

COMMERCIAL AWARENESS

Connect jewellery expertise with sound business management.

A practical foundation for the next generation of jewellery retail professionals and business owners.

Course Investment & Enrolment

A premium, small-cohort learning experience designed to provide practical guidance, commercial understanding and direct exposure to real-world jewellery business experience.

PROGRAMME FEES

FORMAT	TUITION	POSITIONING
PRIVATE 1-TO-1	AUD \$45,000	Maximum individual access and personalised guidance.
2-4 STUDENTS	AUD \$30,000 pp	Boutique cohort with extensive direct interaction.
5-10 STUDENTS	AUD \$22,500 pp	Standard small-cohort tuition.
FOUNDING INTAKE	AUD \$19,500 pp	First 5-10 student intake only - introductory launch fee.

PAYMENT OPTIONS

PAY IN FULL

Pay the full tuition prior to course commencement.

INSTALMENT PLAN

20% enrolment deposit, followed by four equal monthly instalments of 20% each.

FOUNDING INTAKE PAYMENT EXAMPLE

AUD \$3,900 deposit + 4 monthly payments of AUD \$3,900 = AUD \$19,500 total tuition.

Tuition & Enrolment Details

TUITION INCLUDES

What Your Tuition Includes

- The complete 16-week programme across all six integrated course areas
- Course notes, learning materials and practical industry examples
- Direct guidance, discussion and feedback throughout the programme
- A small-cohort learning environment designed for meaningful interaction

ENROLMENT NOTES

Important Enrolment Information

- All fees are stated in Australian dollars. Places are limited to preserve the small-cohort format.
- A place is secured once the enrolment deposit is received. Cancellation and refund conditions will be set out in the enrolment agreement.
- Any applicable taxes, external certifications, travel or third-party specialist costs will be confirmed separately where relevant.

Small cohorts are intentionally maintained to preserve direct access, discussion and personalised guidance throughout the programme.

Optional Professional Tools & Equipment

Students may choose to purchase a recommended selection of jewellery tools and equipment for use during the programme and for their future professional work.

OPTIONAL STUDENT EQUIPMENT PACKAGE

Recommended Core Items

- 10x loupe
- Tweezers
- Jewellery and gemstone scales
- Diamond tester

Additional Options

- Gold testing equipment
- Selected gemstone testing tools
- Practical hand tools where appropriate
- Other recommended items based on the student's goals

Tools and equipment are not included in the course tuition and are entirely optional. Recommended equipment packages and individual item pricing will be provided separately. Students who already own suitable equipment are not required to purchase additional items.

START YOUR JOURNEY

GERMANI JEWELLERY ACADEMY

Professional Training • Practical Knowledge • Business Confidence

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