

Podcast: Jewelry's Pivotal Moment



The podcast cover features a light blue background. On the left, there are two circular headshots: the top one shows Lisa Bridge, a woman with blonde hair smiling, and the bottom one shows Avi Krawitz, a man with glasses. To the right of the headshots, the title 'THE RAPAPORT DIAMOND PODCAST' is written in large, bold letters, with 'RAPAPORT' in red and 'DIAMOND PODCAST' in black. Below the title, it says 'SPONSORED BY DE BEERS GROUP IGNITE™'. On the far right, there is a black silhouette of a vintage microphone.

Lisa Bridge, CEO of jewelry chain Ben Bridge, chats with Rapaport's Avi Krawitz about the mood in US retail heading into 2022's second half.

In this episode of the Rapaport Diamond Podcast, the two also discuss how the industry continues to evolve in the post-pandemic environment, some of retail's biggest challenges, and Ben Bridge's growth plans moving forward.

Listen to the podcast here:

Discussion points:

01:15 – Introduction

01:50 – Lisa explains her new role as AGS president.

03:40 – How the industry is at a pivotal moment, and the mood in the market amid economic headwinds.

07:30 – Avi asks how storytelling has evolved post Covid-19 and how selling changed during the pandemic.

11:35 – How a larger retailer can maintain a personal connection with its customer base.

15:10 – Lisa elaborates on the impact of Ben Bridge's departure from its Pandora partnership and the jeweler's expansion plans.

19:20 – The role of technology in Ben Bridge's strategy.

21:00 – Avi quizzes Lisa about her taste in jewelry.

24:35 – Lisa gives a forecast on what to expect for the second half of the year.

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