



Transmitting Emotion

An Interview with Madame Rosa Tous,
Co-Chairwoman, Vice President, and Creative Director, Joyería Tous, S.A.



Madame Rosa Tous

EDITORS' NOTE Rosa Tous is also a member of the European Women's Management Development International Network. In 1965, after marrying Salvador Tous, Rosa and Salvador started a venture together in the jewelry business founded by Salvador's parents in 1920. Rosa began to design jewelry for their clients. The success of these initial designs encouraged them to set up a jewelry workshop. During a trip in 1985, Rosa saw a teddy bear in a shop window and thought, "Why not make it in gold?" Since then, the bear has become the emblem of Tous. Today, Rosa creates almost 30 annual collections: a mix of jewelry for the everyday, trendy jewelry, and unique pieces.

COMPANY BRIEF Founded in 1920 and based in Manresa, Spain, Joyería Tous, S.A. (us.tous.com) designs, manufactures, and sells jewelry, apparel, and accessories for men, women, and kids. It offers diamond, gold, silver, stainless steel, and bridal jewelry, as well as watches, sunglasses, handbags, and fragrances. The company also provides baby, home, desk, and beauty products and sells its products through its retail shops operated in locations including Argentina, Bahamas, Canada, China, Columbia, Egypt, France, Germany, Japan, Korea, the United States, Sweden, Mexico, Morocco, Saudi Arabia, and Portugal. Tous has experienced significant growth in recent years, reaching sales of 325 million Euros in 2007. The company has 1,850 employees.

Would you provide an overview of the Tous brand and the range of products that you offer?

Our story dates back to 1920. My in-laws had a small watchmaker's shop in Manresa (Barcelona). In 1965, when I married Salvador, I started working with him to create my own designs. Our clients demanded more customized jewels and our workshop started to grow. The birth of our iconic bear in 1985 was a key for us – it marked the start of our expansion. Today, we are in more than 40 countries with almost 400 stores and a product portfolio based in jewelry as our core business complemented by a range of bags, fragrances, and watches.

How is your Spanish design a key differentiator for the brand?

We are a global brand that tries to meet global tastes. I think our jeweler's style – fun, magic, and sweet – is associated with key dates in people's lives around the world, unique moments when a jewel can transmit emotion, and emotion is a global feeling. I think that's what explains the secret of our success.

What is the target market for Tous and how broad is your client base?

Tous has made fine jewelry accessible to a great market. We started creating design pieces that were available in a wide range of prices and this made a difference for a lot of people. Today, we have a broad offering of products – from statement pieces that are one-of-a-kind to gold designs and silver-crafted pieces – so it makes for a good mix. Tous has a timeless style for young-hearted people.

What are the major markets for Tous around the world and where do you foresee opportunities for the greatest growth?

Our natural growth started in Spain where we have 175 stores and it continued into Mexico and South America. Today, the U.S. is one of our key markets with more than 30 stores. Asia,

with stores in Hong Kong and Japan, is also a strong market together with Eastern Europe, as we opened in Russia and Poland last year.

What are your distribution channels and do you plan to open additional boutiques?

We distribute our product in our own stores located in the best cities' shopping areas. We also have corners in the main department stores, like Bloomingdale's in the U.S., El Palacio de Hierro in Mexico, and El Corte Inglés in Spain.

How much has online been a focus for the brand and is this an area that is driving sales?

For sure. We are very happy with the e-shop sales performance. Also, it is a key factor in terms of brand awareness and driving traffic to the stores. The U.S. was the first market where we launched our e-shop and now we have it in five new markets. The online focus is a key element in our growing strategy. We also have an in-house community manager that helps get the word out about Tous on the Web.

How do you focus your efforts in leading the brand?

My job is my passion. I love designing and following the process, from the early drafts until the moment that I have the final product in my hands. Perseverance, hard work, and new challenges are our key points for success.

What are your priorities for Tous as you look to the future?

We would love to continue our international growth. We want to focus on launching around 30 different fine jewelry collections per year that vary from ready-to-wear to statement jewels and are linked to the most special moments in life. Our designs are emotional and normally worn by a smart active woman that dresses up day to night. ●

Tous jewelry and rose camel bag

