

A Commitment To Craftsmanship

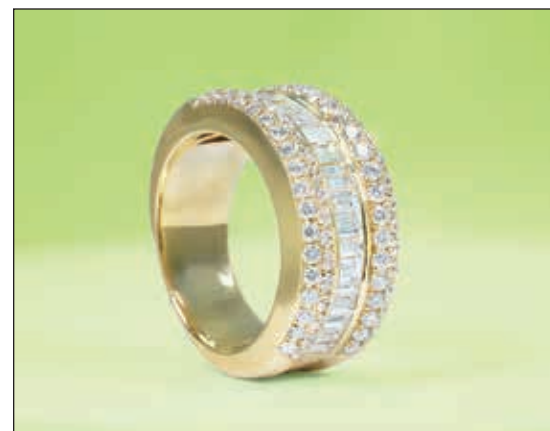
An Interview with Angel Manrique, Chief Executive Officer, IberJoya Jewelry

EDITORS' NOTE For decades, brothers Angel and Francisco Manrique have shaped IberJoya Diamonds while continuing a family tradition that began in 1949 on the Iberian Peninsula. IberJoya has been supplying jewelry boutiques and department stores for 75 years. Behind the scenes, they run the operations required to manage an extensive diamond and jewelry inventory. Drawing on decades of experience, the Manrique brothers bridge the gap between supply chain expertise and the needs of the individual client. Their work at IberJoya has taken them around the world, where they have sourced diamonds and worked directly with mines, suppliers, and industry professionals at every level of the supply chain. Through these relationships, they have developed extensive expertise in diamonds and fine jewelry. Angel Manrique is the numbers-driven mind behind IberJoya Diamonds. His understanding of the diamond business has been developed through decades of wholesale experience. Detail-oriented and analytical, he helps clients evaluate their options carefully and understand the factors that influence a diamond's quality and value.

Francisco Manrique plays a central role in shaping IberJoya Diamonds' relationships and reputation in his work throughout the jewelry industry. Drawing on decades of experience, he maintains the standards of representing IberJoya in every conversation. His approachable manner and extensive diamond knowledge allow him to make complex information feel clear and personal. The IberJoya family extends beyond four generations of Manrique jewelers. It includes a network of professionals and clients who have contributed to the company's identity over decades, working together to create an environment curated for an enjoyable shopping experience.

Will you discuss your career journey?

My career journey has been closely connected to IberJoya and to the values that have guided our family business for generations. IberJoya was founded in Spain in 1949, and today we are proud to be a fourth-generation fine jewelry company. Growing up around the business provided an early appreciation for craftsmanship, relationships, and the responsibility that comes with carrying a family legacy forward.



As my role evolved, I became increasingly focused on expanding IberJoya's presence in the United States while preserving the principles on which the company was built. That means respecting more than 75 years of European jewelry-making tradition while continuing to evolve with today's customer and retail environment. For me, the journey has been about honoring where we came from while helping determine where IberJoya goes next.

How do you define IberJoya's mission?

Our mission is to create exceptional fine jewelry that becomes part of the most meaningful moments in our customers' lives. We believe jewelry should be more than something beautiful. It should represent a memory, a milestone, a relationship, or a legacy that can be passed from one generation to the next. Every IberJoya piece reflects our commitment to craftsmanship, quality, integrity, and timeless design.

As a family-owned company, we also believe deeply in relationships. Whether we are working with a retail partner or creating a one-of-a-kind piece for a customer, we want the experience surrounding the jewelry to be as exceptional as the jewelry itself.

Will you provide an overview of IberJoya's collection?

IberJoya specializes in fine natural diamond jewelry, with a particular emphasis on engagement rings, wedding bands, anniversary jewelry, and timeless diamond designs. Our collections are handcrafted in 14K and 18K gold and platinum and range from classic, enduring silhouettes to more contemporary designs. We also specialize in custom jewelry and work closely with customers to bring highly personal ideas to life, from selecting an exceptional natural diamond to developing a completely bespoke setting.

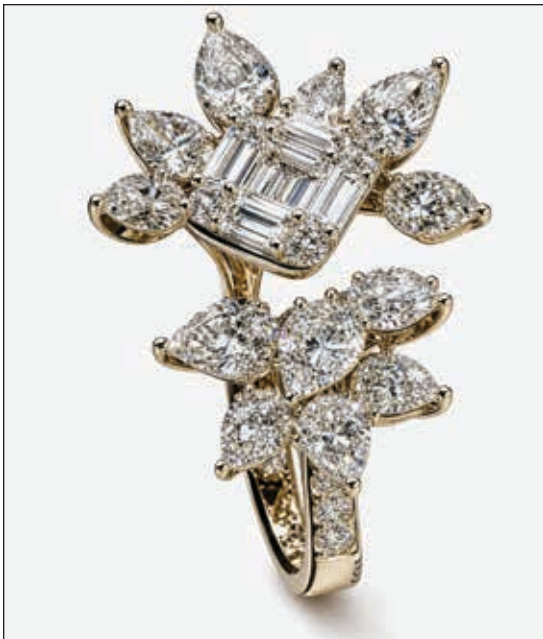
Because we are manufacturers, craftsmanship is truly at the heart of our identity. That gives us the ability to maintain exacting quality standards while offering the flexibility and personalization today's customers increasingly value.

Will you highlight IberJoya's commitment to responsible diamond sourcing?

Responsible sourcing is fundamental to the way we conduct our business. IberJoya is committed to sourcing natural diamonds responsibly and to supporting the standards established by the Kimberley Process, which was created to prevent conflict diamonds from



Private appointment area of IberJoya Jewelry in Boca Raton, Florida (above); a selection of IberJoya creations (top and following page)



entering the legitimate global diamond trade. For us, responsibility and transparency are extensions of the trust customers place in our family and our name. When someone chooses an IberJoya diamond to represent an engagement, anniversary, or another important milestone, we understand the significance of that decision. Beautiful jewelry should be accompanied by confidence in how it was sourced and produced. That principle is an important part of both our heritage and our future.

How do you focus your efforts leading IberJoya in the U.S.?

Our focus in the United States is centered on relationships, service, and thoughtful growth. IberJoya has built relationships with retail partners throughout the country, and maintaining those relationships requires being present, responsive, and adaptable. We listen closely to our retail partners and customers because they give us invaluable insight into what people are looking for and how the jewelry-buying experience continues to evolve.



At the same time, we are introducing a new generation of consumers to IberJoya. That requires balancing our heritage and reputation for craftsmanship with modern communication, digital engagement, customization, and the level of personal service today's luxury customer expects.

Where do you see the greatest opportunities for growth?

One of our greatest opportunities is introducing IberJoya's story to a broader audience. We have more than 75 years of history and generations of expertise behind the brand, but there are still many consumers who are discovering IberJoya for the first time. We see tremendous potential in combining our established retail presence with stronger direct brand awareness, digital storytelling, social media, and personalized customer experiences.



We also see significant opportunity in custom jewelry. Today's consumers increasingly want pieces that feel individual rather than interchangeable. As a manufacturer with generations of expertise, customization is an area where IberJoya can offer something particularly meaningful.

Ultimately, we do not view growth simply in terms of becoming larger. We want to grow in a way that strengthens the brand, protects our standards, and allows more people to experience what has made IberJoya special for generations.

What has made giving back and philanthropy so important for IberJoya?

As a family business, we have always believed that success carries a responsibility to contribute to the communities and people who have supported us. Jewelry is inherently connected to some of life's most emotional moments – engagements, weddings, anniversaries, births, achievements, and family



milestones. Being invited into those moments is a privilege, and it reinforces the importance of looking beyond the business itself.

Philanthropy allows us to use our platform and resources to make a positive impact. As IberJoya continues to grow, we want that sense of responsibility to grow with us.

How important has it been to maintain a family culture as IberJoya has grown?

It has been essential. IberJoya has been a family business since 1949, and that family culture influences everything from how we approach craftsmanship to how we treat our employees, retail partners, and customers. Growth can create pressure for a company to become less personal, but we have worked hard to protect the relationships and values that built IberJoya in the first place. We want people who work with us to feel that they are dealing with individuals who genuinely care about the product, the partnership, and the customer.

Being a fourth-generation company also gives us a unique perspective. We do not make decisions solely based on the next quarter or the next year. We think about the next generation. Our responsibility is to leave IberJoya stronger than we received it while ensuring that the integrity, craftsmanship, and family values established in 1949 remain recognizable for generations to come. ●

