

The Trump Card by Ivanka Trump

Chapter 11: Going It Alone, pg. 224.

FOLLOW YOUR CURIOSITY

A lot of times, when you're looking for opportunities, the best ideas have a way of announcing themselves. As an entrepreneur, you have to be open to what's in front of you. That doesn't mean you don't scour the planet for interesting, off-the-radar deals, but it's a compelling reminder that very often the most viable, most lucrative endeavors are close at hand. As I said, I'd never really thought all that much about the luxury jewelry market until Moshe Lax and I started talking about it, but it seemed like a good fit. My potential partner had great experience in diamonds and tremendous leverage and buying power that would drastically reduce the amount of start-up capital we'd need to launch a new venture. (The traditional barrier to entry for any jeweler working with diamonds is the cost of the diamonds themselves, and we had a ready supply of quality stones at reasonable prices.) For my part, I had a strong background in brand development, which was what the diamond group sorely needed to make a name for itself at the retail level. Plus I had some experience and plenty of contacts in design and fashion, in addition to a lot of exciting ideas for a collection that would truly stand out.

In all, there seemed to be a buildable, sustainable business there for the taking, so we took our conversations to the next level. As we did, I started to realize that I'd been hungering for an opening to make my mark *outside* our core family business. It hadn't been any kind of front-burner passion, but it was there, deep down, in a stomach-grumbling sort of way. I was doing well at Trump and in just a couple of years had managed to silence most of the people who'd assumed I was there on my name and my bloodline, but it can be a great and validating thing to strike out on your own in a venture that has nothing to do with your famous father, so I responded to that aspect of a potential partnership as well. Of course, my primary interest and responsibility would remain at Trump, but there was no reason to stiff-arm such an appealing sideline opportunity.

*Adapted from **THE TRUMP CARD: *Playing to Win in Work and Life*** (Touchstone, October 2009)