

## ALUMNI

### **Jyoti Singhvi, MBA '07** **Founder, JYOTI**

Jewelry design is in Jyoti Singhvi's blood.

One hundred and fifty years ago, her family established a jewelry business in Delhi that supplied the finest gemstones and jewels for India's nobility. Some gemstones can even be found today as part of the King of Hyderabad's sword on display at the Nizam Museum in Hyderabad, India.

Today, Singhvi is building on that family legacy by combining her passion for jewelry with the business skills and acumen garnered at MIT Sloan. She has recently launched JYOTI, her own jewelry brand that creates one-of-a-kind and highly personalized couture fine jewelry. Each creation tells a meaningful story about the person who is wearing the tailor-made work of art.

In order to create such bespoke jewels, Singhvi interviews her clients at length to discover rich and meaningful aspects of their lives, such as their dreams, inspirations, most important relationships, most memorable events, values closest to their heart. She then personally designs what will become a tangible keepsake and heirloom, telling a story that glimmers and shines.

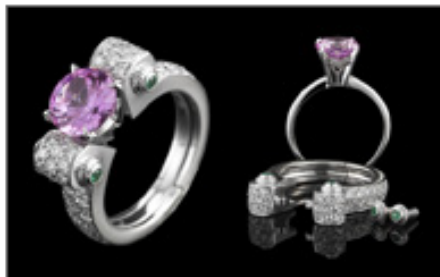
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"It's all in my family. I grew up with all these beautiful jewels. I grew up drawing designs of different necklaces, earrings and finger rings in my notebook. It was an unconscious thing," said the Delhi born designer who moved to the U.S. when she was 16-years-old.

One client was a couple who met in Rome. After meeting them, Singhvi learned that the two often fondly remember their time spent in Rome. The husband even proposed to his future wife with a love note in a scroll, the way royalty did during the times of the ancient Roman Empire.

So Singhvi designed a ring that she named The Hidden Scroll. The silhouette of the ring is reminiscent of Roman pillars. It also hides an interactive scroll with inscribed secret messages from each member of the couple to each other. The couple plans to read to each other their adoring messages every anniversary.



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A rare pink diamond represents their love for one another. The emerald capstone gems reflect health and prosperity to come. Addressing her client's lifestyle as a physician, she even developed a versatile design in which the elaborate exterior can very easily be detached. Once detached a simpler version of the ring can be worn.

Singhvi credits her MIT Sloan education for being the springboard that made her dreams of opening her own business a reality. As a student at MIT Sloan, she co-founded the Retail and Luxury Goods Club, which is still thriving.

"I probably could have launched my business without having attended MIT Sloan, but it would have been a lot harder," Singhvi said. "I decided to go to MIT because of the entrepreneurial energy I felt on my first visit to MIT Sloan. The energy and momentum was tremendous; it was in the air, in the environment. I still remember how it enveloped me."

"The classes at Sloan undoubtedly prepared me for entrepreneurship and innovation" said Singhvi, who is currently engaged with a MarketLab team at MIT Sloan. "I am excited to see all the great work they will be doing."

To learn more about JYOTI, visit [www.jyotinyork.com](http://www.jyotinyork.com).