

FREE EVERY MONTH

DIAMONDS | JUNKS | BEAUTY | HOROSCOPE

southside & the peak

hongkongliving.com

July 2021

Summer
beauty
treatments

Where to pamper
yourself this
season

Glitz,
glam and
gumption

Meet the millennial
shaking up the
jewellery business

Junk food

We review the
best junk catering
packages



If diamonds truly are a girl's best friend, then what's with the industry being completely male-dominated? For this month's cover story, we speak to Himani Shah (page 17), a 24-year-old woman who's founded her own diamond jewellery business with the sole purpose of handing the industry back to its main customers by making her pieces affordable. Who says you need to wait around for a man to buy you a diamond ring? In the spirit of celebrating the power of a little glitz and glam, we've also got a stellar rundown of all the health and beauty treatments you need to get your hands on this summer (page 26). With lots of fun in the sun scheduled over the next couple of months, it's good sense to look after your skin—and what's the harm in a little pampering, right? Speaking of fun in the sun, if you're planning to jump on the junk bandwagon this season, head over to our dining section (page 20) for all the best places that cater for boat parties. And remember, while it's easy to get caught up in the high-energy excitement of summer, especially as Covid cases decrease and that light at the end of the tunnel gets a little brighter, it's essential to continue checking in on yourself. Head to our five minutes with interview (page 13) to read about a man



who's dedicated his life to teaching people how to do just that. He went from studying at an Ivy League university to becoming ordained as a monk in Cambodia. Now, with a holistic yoga studio in Hong Kong, he's sharing his insights on what it takes to feel fulfilled and content.

As always, happy reading, folks.

Cheyenne

Things we love



Japanese fine dining

Award-winning Japanese restaurant at Ocean Terminal in Tsim Sha Tsui, HAKU, has an 11-course dinner designed by their new executive chef, Rob Drennan. With uni, sashimi, caviar, foie gras and wagyu on the menu, each course plays with texture, temperature and flavours in such a deliciously unique way. You'll be struggling to pick your favourite dish. I'd also recommend enjoying dinner with the premium sake pairing menu to get the full experience.



Personalised skincare

Skin Need is a California-made skincare business that's just made its way to Hong Kong. Its products use non-GMO raw, vegan ingredients and is meant to be tailored to your skin type to combat any skin irritation, dullness, dryness or breakouts that are all too common in humid summer weather. This stuff is easy on the skin, doesn't overdo it on the synthetic scents and leaves complexions glowing.

Covid-19 update

As *Southside Magazine* goes to print we have done our best to keep our content as accurate and up-to-date as possible, but life under Covid-19 regulations means things tend to change, often from day-to-day. Please check with local businesses for operation hours and services available and remember, stay safe.

southside
The really useful magazine & the peak

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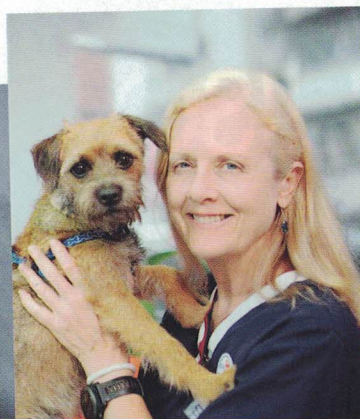
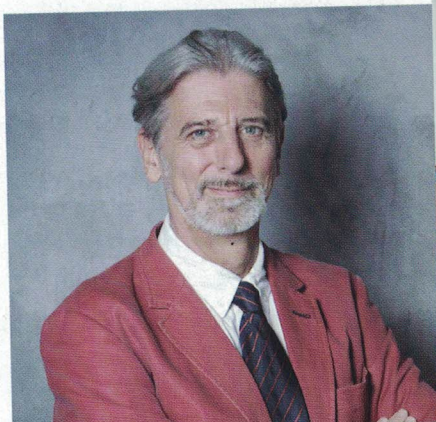


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Thank you to our contributors

Paul Zimmerman

Paul Zimmerman is the CEO of Designing Hong Kong, the co-convenor of Save Our Country Parks and Southern District Councillor of Pok Fu Lam. In his column this month, Zimmerman shares his thoughts on the shrinking of Cyberport waterfront park.



Dr Pauline Taylor

Dr Pauline Taylor is a senior vet at Pets Central. She graduated in Scotland and spent the past 10 years practicing in New-Zealand before moving to Hong Kong with her four-legged family members. This month, she takes to her pets column to answer your questions.

Amber Lai

Our dining editor, Amber Lai keeps her finger on the pulse of Hong Kong's ever-evolving F&B industry. Head to our dining section to get our insider low down on junk catering for this summer's festivities.



Simon Hui

He is an Ivy League graduate, a trained yoga teacher and an ex-Buddhist monk. Simon Hui founded Mindful Studio HK in order to help people find their way to a holistically balanced life—emotionally and physically. He shares his story in our five minutes with interview.



Yvonne Tung

Yvonne Tung is an editorial intern at Hong Kong Living. This month, she takes an in-depth look at Tai A Chau, a little-known island off Lantau that forms part of the Soko Islands. Gain some insight on the interesting history of a place that's since been abandoned—all in our secrets section.



Himani Shah

This month's cover star is Himani Shah, the founder of Innaya Jewelry. As a millennial woman in an industry dominated by older men, her mission is to give power back to women by being unashamed of a little glitz and glam. Learn more about her journey in our cover story.

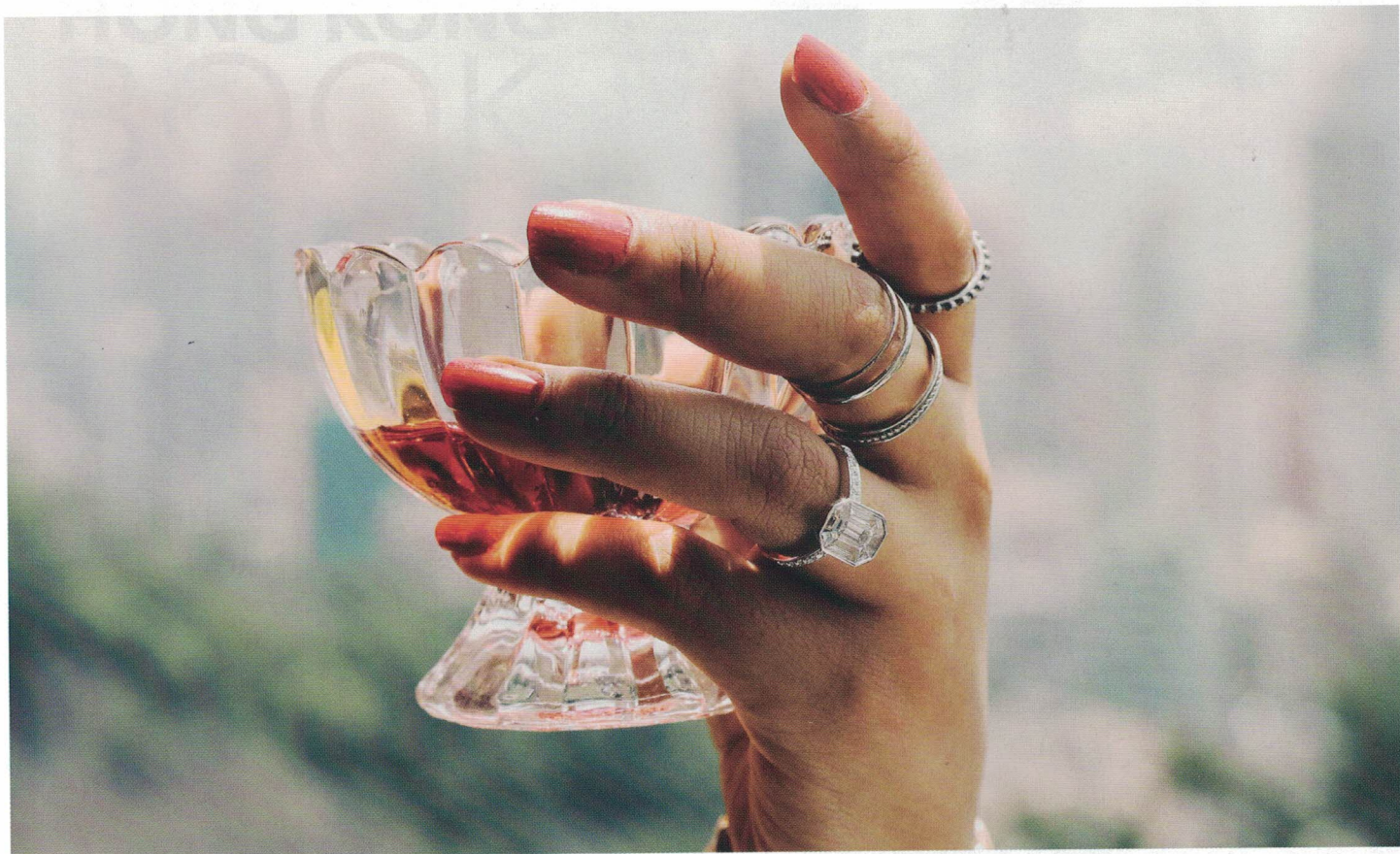
Want to write for Southside Magazine? Contact editorial@hongkongliving.com



Glitz, glam and gumption

Himani Shah shakes up the jewelry business. By Cheyelene Fontanilla

Photo: Bindiya Mulchandani



To build a brand of your own is no easy feat, but to do it as a young woman in a male-dominated industry is something else entirely. Innaya Jewelry is owned and run by 24-year-old Himani Shah, who was born into a family of diamantaires. Though she grew up around the tricks of the trade, Shāh is determined to pave her own path.

As a millennial jewelry designer, Shah began her entrepreneurial journey with a search for something that could make her business stand apart—an innovation that could breathe some fresh air into the jewelry market. That's when she came across pie-cut diamonds. "It's a unique artistry that assembles smaller, fancy-shaped diamonds to create the illusion of a larger, solitaire diamond," says Shah.

Since its founding in November 2018, Innaya Jewelry by Himani Shah has steadily gained more recognition for its beautifully designed, modestly priced diamond jewelry pieces. But the journey to this point has been far from clear-cut.

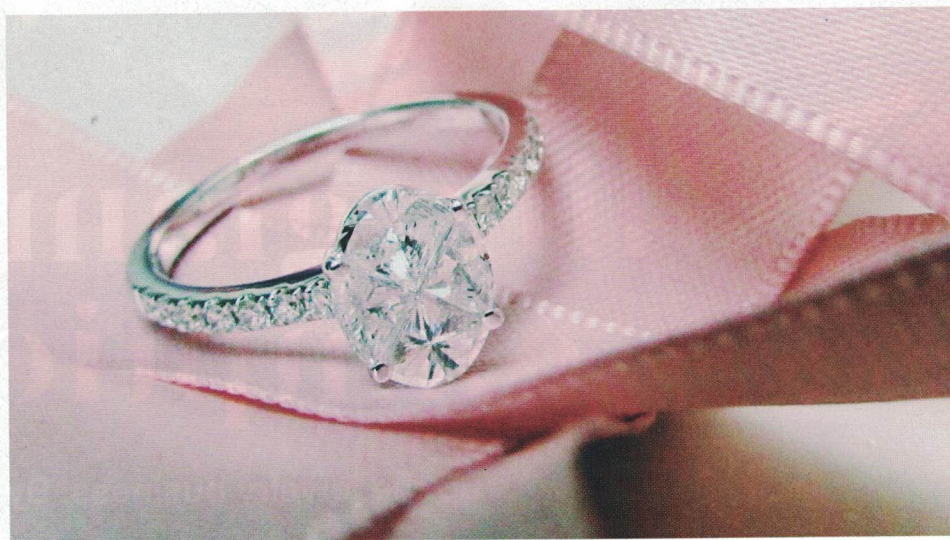
"Starting out was hard, everyone knew me as my father's daughter, when I'd be negotiating, the immediate response would be 'I'll talk to your father about it later.' That affected my confidence," says Shah. Nonetheless, she fully recognises how lucky she is to have a father in the business who

has been nothing but supportive. "If he learns that he'll be getting calls for my deals, he would stop them there and say, 'It's her business, you talk to her,'" she says. "I made it a point to let people know that, yes, I am a diamantaire's daughter but I have an identity, goals and a brand of my own. I will fight my own battles and I will negotiate my own deals and terms.

This has been the beginning of a movement where women are acknowledged, respected and appreciated in the jewelry

industry now more than ever."

The fact of the matter is Shah shouldn't have to fight tooth and nail to be taken seriously. Having studied Management with Marketing at the Royal Holloway University of London and earned a Graduate Certificate in the Graduate Diamonds Program at the Gemological Institute of America, Shah is hellbent on achieving her goal: "For Innaya Jewelry to be a household name in Hong Kong—the go-to brand for all your jewelry needs."



Though she may be regarded as a newcomer on the scene, her business is built on solid ground. When asked what Innaya Jewelry's most important values as a business were, she responded vulnerably and with heart. "Its values coincide with the values I was brought up with: trust, transparency and responsibility," she says.

Where trust is concerned, Shah sees the importance of establishing credibility, especially since people are making big purchases online these days. "We have to work even harder to make people believe in us. I am a shy person, but when it comes to the brand, I've put myself out there, for people to be able to put a trustworthy name and a face to the brand," says Shah. "The GIA qualification attached to my name gives clients a sense of safety and trust; they know I've got the basics covered, I'm knowledgeable and I'll give them what I've promised."

Adding onto that, transparency is essential when you're selling precious items on online platforms. She needs to be reliable, talk them through each step and make them feel like they're part of the process.

So what sets this company apart from its competitors? To begin, Himani Shah isn't



afraid to experiment or fail. "I've used fancy shapes, bold diamond and gold colours and eccentric materials and textures. I want to make jewelry fun—it's too serious right now."

Shah uses her age to her advantage, staying in touch with what her target market wants. To further her aspirations, Himani Shah has dedicated herself towards her soon-to-launch "Second Skin" Jewelry Collection, a selection of minimalistic, everyday wear designs; using natural diamonds and gold. "There is a shift in preference towards fashion jewelry, I want to bring the focus back onto diamond and gold jewelry. All designs will be priced under HK\$2,000. The aim is to make it accessible to a wide variety of people, both locally and globally."

As for Shah, she's continuing to push the boundaries of what it means to be a young entrepreneur. "I'm learning new things and skills every single day on the job. I'm the director, designer, accountant, manager, marketing head and sales representative at Innaya. It's a one-woman show. I run it all by myself," she says.

If you take anything away from Shah's journey, let it be this: "Put yourself out there and give it all you've got, push yourself out of your comfort zone because you'll never be motivated to work as hard until it's for your own goals, your own mission. There's no other feeling like it." **S**