



## Richa Goyal Sikri



### Biographie :

Trained in Masters of Business Administration, Richa's foray in the industry began in 2013 when she started curating and executing educational 'Gem Journeys' to mines, manufacturing hubs, design studios, and museums. The objective: to learn about the sector and become a discerning collector. Laterally, she began researching jewellery design history, enrolled in the GIA program, and passionately started educating through storytelling on Instagram. Her distinctive style of EDU-TAINMENT on social media garnered interest, support, and engagement with key organisations like Robb Report, ELLE, Gemfields, InColor, Rapaport Magazine, Harpers Bazaar, GemGenève and prestigious institutions like the Art Science Museum in Singapore and Disney, who engaged her as a consultant to execute the "Infinity Stones" section of the MARVEL exhibit. Since 2018, Richa has been working as a storyteller, creative strategist and journalist in the industry, writing for prestigious trade and consumer publications, giving talks on coloured gemstones, conceptualising and executing storytelling campaigns.

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