

# Rare Pink: Discover a partnership that supports your international business strategy

**Nikolay Piriankov**  
Managing Director, Rare Pink



Rare Pink is an online retailer of bespoke engagement rings and fine diamond jewellery. Our customers are men and women looking for a beautiful piece of jewellery, without the high street price tag.

From day one we considered ourselves to be a 'global kind of business' despite being a small company. We currently deliver to over 50 countries, with 25% of our business coming from countries outside of the UK.

We like to be very competitive on price by taking full advantage of a global diamond and jewellery supply chain. Our diamond suppliers are from the US, Hong Kong, India and Belgium.

While setting up our US office we had to cover many expenses. Currencies Direct has helped us with our US bank account and walked us through the process. I am positive we would not be able to move as quickly as we do without their constant guidance.

Currencies Direct helps us to save valuable time and money on paying our suppliers. Many of our web developers, jewellery designers and marketing consultants are outside of the UK and we want to be able to pay them as quickly as possible, without incurring losses on foreign exchange.

“ I find using Currencies Direct even easier than making a local payment. I just give my personal dealer, Phil a call and one minute later everything is arranged. In fact, when I call I always ask to speak with Phil as he feels like one of our team, always there when we need him. ”

## RARE PINK

- Established in 2011
- International offices in London, New York and Hong Kong
- Exporting to over 50 countries

Rare Pink is the award winning bespoke jeweller, specialising in engagement rings and fine diamond jewellery.

The company sells to customers around the world and is known for the little pink diamonds set on the inside of their engagement rings.

For more information

+44 (0) 776 535 2632

Nikolay@rarepink.com

www.rarepink.com

Get in touch to arrange a follow up on the [proposal for your business](#) to help you discover the most appropriate solution. Our aim is to make foreign exchange and international transfers easy, efficient and informed.