

# HAWAII SBDC SUCCESS STORY - O'AHU CENTER



## Thom Sirivattha (Lahana Jewelry)

Thom Sirivattha designs and handcrafts intricate silver and gold Hawaiian jewelry. He learned the art from his family business and launched on his own in 2012. With 30-years of experience, his designs are all originals and his intricate and detailed style of engraving has brought great attention to his products. The Hawai'i SBDC has been working with Thom for 1.5 years on various aspects of his business; organization of his domestic and international exports, inventory control, price points, packaging, identification and alignment of target markets to his products (i.e. general vs customized pieces), etc. Hawai'i SBDC also provided support and guidance on the establishment of his business in Japan. Thom's popularity in Japan and the local market continues to grow. He is working with major department stores, mall owners, a high-end retail distributor in Japan, all interested in his products. He is collaborating with a well-known artist in Japan on several jewelry pieces that will be retailed to a very specific high-end customer base. The Hawai'i SBDC will be assisting Thom to move forward in the expansion of his international exports and local following.