

Nader Kash



NADER KASH



Raised in New York, Nader Kash, president and CEO of his namesake, Nader Kash, started his career in diamonds as a salesman for an Antwerp-based sightholder. Despite not having a background in the diamond industry, Nader's calling became apparent the first time he louped a diamond. It was a natural feeling which has grown to become Nader's true passion.



After four years of rapid growth, Nader was offered a position to head the development of a new diamond company. Built from the ground up, he led this organization to become a DTC Sightholder as well as one of the largest worldwide wholesalers of certified Canadian diamonds. In 2010, he launched Nader Kash International, a New York City-based diamond house specializing in fancy shape loose diamonds, perfectly matched layouts, and exquisite fine jewelry. By mixing his genuine passion for diamonds and working closely with his clients, Nader is doing what he does best: procuring and supplying fine diamonds to the most discerning clients.

During the COVID-19 closures, as with most businesses, Nader and his team took the time to do all the things they usually don't have time for. "It has been a great time to develop our website, which we will be launching shortly with our new logo," says Nader. "We conducted business as usual, remotely. The staff attended webinars focusing on all different topics, whether it was brushing up on industry knowledge, or learning how to adapt to the current and impending climate." Nader Kash also worked on developing their new bridal line, which they will be launching in the coming months.

As new members of the AGS community, the Nader Kash team had the opportunity to attend their first Conclave. "Our first Conclave experience was great! It was beautifully done and successfully kept everyone in touch at such a difficult time. It's amazing to be able to adapt an event from in-person to completely digital and to get so much out of it," says Nader.



Nader adds, “During Conclave, we became aware of the #neckmess, which is great because one of our hottest sellers is our micro DBY chains and we LOVE to layer them. The staff was excited to ‘follow’ all of the speakers on social media, which gives them even more insight into how they are using social media in an effective way.”

When it comes to social media, Nader Kash stays active and engaged. Their target audience spends nearly four hours a day on social media platforms, so they make sure their business can reach them every day.

Their first step in defining their approach on social media is keeping an eye on the

analytics and analyzing key performance indicators daily, such as follows, subscriptions, conversions, mentions, views, and messages. From there, they decide on their content strategy.

They also engage in real-time with their target markets by commenting, viewing conversations on popular posts, engaging with their followers via direct messaging (DMs), and stories. To stay on top of the latest trends and what people are most interested in, Nader Kash follows the stories and Instagram Lives of successful brands. “Keeping relevancy and sparking conversations and inspiration is paramount,” says Nader.

If you’re looking for ideas and inspiration, follow Nader Kash on Facebook at @NaderKashInternational or type in @naderkash on Instagram.

