

## Nikia Levesque Appointed as Vice President of WJA Foundation

WJA unveils the roster for the 2024 Board of Directors, including five new board members.

**New York, NY. February 26, 2024.** The [Women's Jewelry Association](#) (WJA) announces the appointment of Nikia Levesque as the Vice President of the WJA Foundation. With nearly a decade of experience in the jewelry industry, Nikia brings a profound dedication to advancing women's careers and a proven track record of leadership and innovation.



Susan Chandler, President of the Women's Jewelry Association and Chief Merchandising Officer for Citizen Watch America, expressed her enthusiasm about Nikia Levesque's appointment, stating, "Nikia brings a dynamic blend of industry expertise and unwavering commitment to empowering women. Her leadership will undoubtedly propel the WJA Foundation's mission forward, inspiring countless women to reach new heights in their jewelry careers."

Nikia's journey in the profession is marked by excellence in jewelry retail. In high school, Nikia began her jewelry journey at Day's Jewelers in the service department. Her expertise spans marketing strategy, brand management, social media marketing, and customer relationship management. In addition to her WJA board appointment, Nikia is the Vice President of Marketing at Day's Jewelers, where she demonstrates exceptional leadership in overseeing the company's brand strategy, market development, and advertising initiatives.

Throughout her Day's Jewelers tenure, Nikia spearheaded numerous successful projects, including the seamless launch of a new Shopify website, developing a comprehensive brand book, and the coordination of strategic partnerships with brands like Sea Bags. She played a pivotal role in the platform migration and build of the company's current website. Her ability to lead cross-functional teams and drive results has been instrumental in elevating Day's Jewelers' brand presence and achieving key organizational objectives. Levesque was recognized as part of the Jewelers of America, Class of 2023, 20 Under 40.

Levesque says, "I am deeply honored to assume the role of Vice President for the Women's Jewelry Association Foundation Board. This organization has a rich history of empowering women in the jewelry industry, and I am committed to advancing its mission of fostering education, mentorship, and opportunities for women. Having started in this industry at the young age of 16, I am particularly grateful for the invaluable guidance and support I received from women who paved the way before me. Now, as I step into this leadership role, I am eager to give back and continue learning from the remarkable women in our industry. Together with the dedicated members of the board, I look forward to contributing to the growth and success of WJA, as we continue to inspire and support women in our vibrant and dynamic industry."

In addition to Nikia Levesque Meyer's appointment, the Women's Jewelry Association is pleased to announce the appointment of several new board members who will contribute their diverse expertise to the organization: Brittany Merrill, General Merchandise Manager, DVP for Helzberg Diamonds; Elda Fistani, Vice President Retail Sales, Gabriel & Co.; Tracey Carswell, Founder of Powerful in Pink and Co-Founder of Queer Metalsmiths; Melissa Rodgers, Director Business Development, M. Schamroth & Sons; and Robert J. Goldberg, SVP, Business Development, Citizen Watch America. Two WJA Board Members are moving into

WJA officer roles— Mariel Diaz, Founder and Managing Director of Accounting for Jewelers, as Treasurer and Kendra Bridelle, CEO of The Bridelle Collective and Luxury Brand Strategist, Accelarise, as VP of Chapter Affairs.

The Women's Jewelry Association stands as a beacon of advancement, fostering a distinguished network of professionals since its inception forty years ago. Rooted in solidarity, it has chapters across the U.S., in Mexico and, most recently, Toronto, Canada. Its affiliate, the WJA Foundation, engages the trade in supporting its cause, ensuring continued support for women in the industry. Gabrielle Grazi, Women's Jewelry Association President-Elect and VP of Retail Strategy & Partnerships for the Natural Diamond Council (NDC), urges the trade to actively engage with the WJA and its Foundation, emphasizing, "Now is the time for all facets of our industry to unite in support of women's advancement. Collectively we can have more impact. Join us in championing professional development, education, and inclusion initiatives within the jewelry community by getting involved and [becoming a member](#). Together, we can create lasting change and opportunities for all."

For more information about WJA, or to join, visit <https://www.womensjewelryassociation.com/> or email [info@womensjewelryassociation.com](mailto:info@womensjewelryassociation.com). For inquiries regarding this press release, contact [Pietra Communications](#) by calling 212-913-9761 or email [info@pietrapr.com](mailto:info@pietrapr.com).

**About the Women's Jewelry Association:**

The Women's Jewelry Association (WJA) is a trailblazing organization dedicated to empowering and advancing women within the jewelry and watch industries. In 1983, WJA was founded on the belief that women could create lasting change by connecting, mentoring, and recognizing one another's accomplishments. Today,

WJA stands as a global network of professionals spanning diverse roles, from designers and manufacturers to retailers and media representatives. The organization's mission is to facilitate professional growth through networking, education, leadership development, and a wide range of member services. Through its numerous chapters across the U.S. and around the world, WJA offers a spectrum of benefits, including networking events, educational programs, mentoring initiatives, scholarships, and grants.

**About the Women's Jewelry Association Foundation:**

The WJA Foundation is the philanthropic arm of the Women's Jewelry Association (WJA), dedicated to furthering the organization's mission of providing women in the jewelry and watch industries with educational and business opportunities to help them achieve their full career potential. The Foundation operates as a 501(c)(3) corporation, actively engaging individuals and corporations to contribute and make meaningful impact through the distribution of scholarships and grants.