



Discover Kendra's Italy-inspired fall collection at kendrascott.com.

Kendra Scott

The jewelry mogul measures success not in money earned, but in dollars given away.

I lost my stepfather to brain cancer when he was 47. Late in his battle, he had difficulty speaking. I took him to my hat store, my first business, and he was so proud. He put three words together: "You do good." He was saying that we get a limited amount of time on this earth and have to make an impact using the gifts we're given. From day one when I started Kendra Scott out of my spare bedroom, I vowed we would have a "never say no"

policy. If someone needed something—earrings for a charity auction or a necklace for a raffle—we would do it. Here we are, 15 years later, with more than 2,000 employees and nearly 70 stores, and we have the same policy. Last year, we gave away more than 75,000 pieces of jewelry and more than \$3.5 million to more than 3,500 organizations. That's the thing I am most proud of: being able to create a business with an authentic, philanthropic heart.

OUTTAKES

BUSINESS READ

I attended an MIT entrepreneurial masters course and we read *Mastering the Rockefeller Habits* by Verne Harnish. It's great for establishing your core values and mission.

IN A NAME

Our pieces are named after people: family, friends, employees, unbelievable customers. Each piece reflects the woman's personality—if she's big and bold, she gets a statement piece. If she's quieter, it's more delicate.

TRAVEL MUST-HAVES

If I'm gone for more than three days, I take my kids. My little one is 3, and he's always tagging along to store openings. In my purse, I have toys and cars and all sorts of things to keep him entertained.