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Steven Feldman

October 22, 2018



Steven Feldman Launches Luxury Jewelry Brand

Real estate law and banking may be an unusual background for launching a luxury jewelry brand, but in 2017 Steven Feldman (NY/R.E./'87) nonetheless decided to start the next chapter of his career by co-founding the online gold-jewelry company [Auvere](#).

Steven left Skadden in 1989 to join Goldman Sachs, where he became a partner in its Merchant Banking Group. “It was a tough decision to leave the law, because I really loved Skadden and its people,” Steven says. “I’ve enjoyed every minute of it, and it was definitely the right choice for me, but I often wonder what would have happened if I’d stayed.”

After more than two decades at Goldman, Steven left in 2012 to pursue his goal of being an entrepreneur and business owner. He then founded his first company, **GBI**, a fintech start-up with a trading and investment platform focusing on alternative assets such as gold and digital currencies.

With GBI on solid footing, Steven decided to take on two new challenges in 2017 with his long-time girlfriend, Gina Love — a jewelry designer and former real estate attorney herself. First, he became an “informal chairman” of **Peryton**, the luxury leather goods brand she founded before they met. They then launched Auvere, which unites his passion for gold and commerce with hers for design and jewelry. Auvere seeks to combine beauty with investment by bringing together modern design, hand-craftsmanship and the highest-quality gold (22 and 24 karat). Gina serves as the creative mind behind both the Auvere and Peryton brands, while also serving as CEO of Peryton.

“To be in business with your life partner is a dream come true,” Steven says. “It’s a labor of love, and we complement each other in a way where one plus one equals three.”

Despite his more than two decades in law, finance and fintech, breaking through in the field of consumer luxury goods presented a whole new set of challenges for Steven.

“In today’s ultra-competitive world, it’s difficult to make any new business successful,” Steven says. “At a minimum, you need a reliable supply chain, effective distribution and, of course, sufficient capital. But in the consumer luxury goods industry, you need so much more — beautiful products, competitive pricing, an authentic brand and a community that can connect with it.”

Both Auvere and Peryton have had early success, utilizing an online-only business strategy and quickly building both their social media communities and a large base of repeat buyers.

While fighting for market share against industry giants like Hermes and Cartier, Steven remains undaunted. “The focus for us now and always is connecting to people and building a community of customers,” he says. “I look forward to the day where those brands have to worry about us.”

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