

Business Innovation

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Decode Business Around the World



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Tayrona Maisons

Crafting a New Language of Luxury – From Earth’s Treasures to Ethical Elegance

Tayrona Maisons

CRAFTING A NEW LANGUAGE OF LUXURY - FROM EARTH'S
TREASURES TO ETHICAL ELEGANCE



A LEGACY ROOTED IN HOSPITALITY

The story of this ambitious venture begins not in a mine but in the warmth of a South American hotel lobby. More than five decades ago, around 1969, a family-run hotel business was born. Based primarily in scenic locales of South America, the hospitality business quickly attracted the attention of global filmmakers who were drawn to the region's cinematic beauty. These picturesque hotel properties became hubs for major international film productions — from Kites to Singularity, even participating in iconic franchises like Game of Thrones, Troy, and Gladiator.

What began as traditional hotel service evolved into a creative business model. The company, Tayrona Capital, offered full-scale hospitality — accommodation, transport, F&B, logistics — in exchange for a stake in the film's revenue. This barter-style model allowed them to reinvest



profits, expand operations, and become deeply intertwined with the film industry worldwide.

ENTERING THE WORLD OF IMPACT INVESTING

By 1999, the company's success in film-hospitality partnerships gave way to a broader mission: creating lasting socioeconomic impact. Together with a consortium of global partners, including governments and sovereign funds, the group formed an investment vehicle aimed at funding ventures that produced tangible community benefits — employment, tax revenues, and regional development.

This commitment to impact investing would eventually serve as the foundation for one of the most visionary programs the group would undertake: the creation of Tayrona Maisons, a new luxury conglomerate initiative inspired by cultural heritage, natural exclusivity, and sustainable development.

TAYRONA MAISONS: THE PHILOSOPHY OF CULTURAL TREASURE BRANDING

The French-rooted term “Tayrona Maisons” (meaning “Your Homes” or “Your Houses”) reflects the group's philosophy of creating high-luxury brands that celebrate and elevate a country's most precious resources. The approach is simple but powerful: identify a natural or cultural treasure that is unique to a country, build a vertically integrated business model around it, and promote that treasure

What truly sets this venture apart is its deep commitment to social good. In Colombia, the emerald mines were long plagued by a violent history marked by guerrilla warfare, illegal mining, and community trauma. Between the 1990s and early 2000s, the region endured a 20-year conflict known as the “Green War” — where drug lords, guerrilla factions, and crime syndicates fought over control of the mines, leaving hundreds dead and entire communities shattered.

Every emerald mined is not just polished into jewelry — it funds the rebuilding of a society. According to the founder, Mr. James Ordonez, each piece of Qvinto jewelry supports over 1,000 families, embedding the concept of luxury with impact deep into the brand’s identity.

globally as a symbol of national pride and world-class luxury.

This initiative has sparked three powerful ventures across South America:

- Colombian Emeralds - Qvinto
- Ecuadorian Cacao - Tayrona Cacao
- Peruvian Alpaca and Vicuña Wool - Ameria Riva

Each line will be launched as a premium luxury brand, with sustainability, vertical integration, and social impact at its core.

QVINTO - THE EMERALD EMPIRE: BUILDING A BRAND FROM THE MINE UP

Perhaps the most significant of these ventures is the one centred on emeralds — nature’s rare green gem, of which over 80–90% originate from Colombia. While Brazil and Zambia contribute marginally, Colombia remains the uncontested leader in emerald mining.

Recognising this dominance, the group strategically acquired two of the largest emerald mines in Colombia, including the renowned Gachala mine — a 900-hectare operation now under

their full control. What sets this apart is not just the scale or exclusivity of the mines, but the vision: to launch Qvinto, the world’s first fully vertically integrated emerald-based luxury brand.

Unlike giants such as Cartier, Bulgari, or Tiffany — who source gems from third parties — Qvinto owns the entire supply chain: from mine to market, from gem to boutique. Diamonds, gold, and sapphires have also been added to the portfolio, ensuring a comprehensive offering of precious materials, all sourced ethically and in-house.

VERTICAL INTEGRATION WITH A HEART: BEYOND PROFIT

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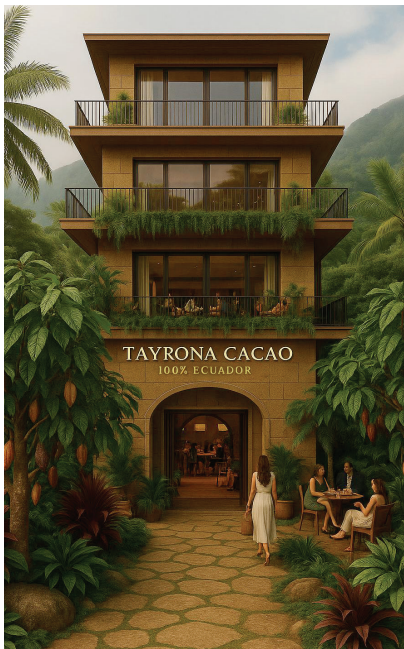


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LAUNCHING QVINTO: THE EMERALD BRAND THAT DARES TO COMPETE GLOBALLY

Set to launch between late this year and early next year, Qvinto will debut as the world's only emerald-exclusive luxury brand with a vertically integrated supply chain. More than 500 boutiques are planned globally, from Paris to Mumbai.

But Qvinto is not just a fashion statement. It is a revolution in how consumers perceive emeralds. For decades, diamonds have dominated the gemstone industry, largely due to their marketing rather than rarity or value. In reality, emeralds — particularly high-quality Colombian ones — often exceed diamonds in rarity, mystique, and even monetary value.



The brand's mission includes educating the global consumer about this forgotten truth: Emeralds are more than just green stones — they are rarer, more meaningful, and more culturally rooted than most of the world believes.

THE CHOCOLATE OF ECUADOR: SWEET LUXURY WITH PROVENANCE

Just as Qvinto seeks to reshape the narrative around emeralds, a parallel initiative is underway in Ecuador — the global origin of the finest cacao. Though Swiss chocolates are globally renowned, few realise that the core ingredient — the rarest and most flavourful cacao beans — come from Ecuador.

The company is now acquiring cacao estates across Ecuador to launch an ultra-premium chocolate and cacao brand, one that places Ecuador at the centre of global chocolate culture. The aim is to flip the narrative: just as champagne is synonymous with France, premium chocolate should be associated with Ecuador.

This venture too is rooted in vertical integration and social upliftment, ensuring that cacao farmers are paid fairly, communities benefit from

infrastructure, and the nation gets the recognition it deserves.

THE WOOL OF THE ANDES: CASHMERE, MEET VICUNA AND ALPACA

The final gem in the Tayrona Maisons program is not a gem at all — but a fibre.

In the freezing climates of Canada, Europe, and the Andes, people have long relied on wool and cashmere for warmth. But few know that alpaca and vicuña wool — derived from unique animals found only in Peru — offer up to 40% better thermal insulation than cashmere, while being significantly lighter.

Now, the company has partnered with over 100 farms in Peru to build a luxury fashion line made from Vicuna and Alpaca wool — a line that is lighter, warmer, and more sustainable than cashmere. Once again, the brand aims to educate global consumers about the fabric's unique value while uplifting the indigenous communities who have raised these animals for centuries.

THE ROAD AHEAD: WHERE HERITAGE MEETS LUXURY

Each of these three ventures — emeralds from Colombia, cacao from Ecuador, and alpaca wool from Peru — represent more than just business opportunities. They are part of a strategic vision to build a new kind of luxury: one rooted in origin, empowered by vertical integration, and committed to social transformation.

And nowhere is this model more powerful than in India — a country with a rich cultural affinity for emeralds, gold, and fine craftsmanship. India is not just a future market for Qvinto; it is a natural partner, an inspiration, and a community deeply aligned with the values this company embodies.



TAYRONA
EMERALDS



In a world captivated by fast fashion and mass-produced luxury, one ambitious initiative is challenging the status quo—redefining luxury not as a symbol of opulence, but as a tribute to culture, community, and sustainability. This global movement, deeply rooted in the authentic treasures of South America and Africa, is revolutionising the gemstone, textile, and cacao industries through a vertically integrated, socially impactful, and technologically advanced business model.

Welcome to a new era of conscious luxury—where emeralds are mined with dignity, cacao is elevated beyond chocolate, and alpaca becomes a thread binding heritage and future. This is not merely a brand. It is a mission to unite nations through treasures of the Earth, honouring communities, preserving biodiversity, and crafting stories with every product.

SPIRITUAL ROOTS AND TECHNOLOGICAL RENAISSANCE IN THE MINES OF COLOMBIA

At the heart of this initiative lies Colombia’s emerald belt—a region with spiritual and historical significance. Every day begins with a prayer, as miners hope for a successful find, one that may support their families for months. This profound spiritual connection to the land transcends commerce—it becomes a way of life.

But with reverence comes responsibility. The initiative is integrating state-of-the-art mining technology to honour both the land and the miner. Drones equipped with cameras and sensors are now deployed to locate emerald-rich areas, transforming mining from a laborious and dangerous task to a precision-led, machine-assisted operation. The goal is crystal clear: extract the true value of emeralds without compromising the health and safety of miners.

This is particularly important given the rarity of these stones. Though emerald mines in Colombia were discovered nearly 600 years ago, only 1% of the territory has been explored. The remaining reserves are finite. Experts estimate they may last another 20 to 50 years—but once depleted, they are gone forever. This looming



reality underscores the urgency to both preserve the present and prepare for a future beyond emerald mining.

BEYOND THE STONE: TRAINING FOR A POST-EMERALD FUTURE

A defining element of this mission is foresight. While emeralds form the foundation, the vision is broader—preparing communities for a sustainable, post-mining world. This involves equipping future generations with training, education, and alternative livelihood opportunities.

This is not just CSR—it is a strategic investment in people. The project recognises that if emeralds run dry, the communities mustn’t be left behind. Education in new business models, crafts, and industries ensures these communities evolve alongside the brand, not beneath it.

The philosophy here is simple yet radical: luxury must never be divorced from humanity. Every emerald sold carries the legacy of a community’s sweat, soil, and spirit. Buyers are urged to see the stone not merely as a fashion statement, but as an endangered cultural artefact, one that won’t exist a few decades from now.

FROM EMERALDS TO EMPATHY: CRAFTING CONSCIOUS BOUTIQUES

This global movement isn’t satisfied with traditional retail models. While the vision includes opening 500 luxury boutiques worldwide, each space will be more than a showroom. These boutiques will offer immersive experiences, designed to evoke the journey of an emerald—from the South American rainforest to a refined piece of jewellery.

The design is deliberate: customers won’t walk into a glass-and-chrome showroom—they will enter a symbolic mine, a replica of the Colombian terrain where their gemstone was born. It is



about storytelling, emotional resonance, and ethical transparency.

While heritage brands like Cartier and Bulgari have decades of brand equity, this new entrant is forging identity through differentiation, education, and experiential retail. The plan is aggressive but principled, setting up shop not only across Asia, the Middle East, and Europe—but doing so next to the legacy players, challenging them on their home turf.

INDIA AT THE HEART OF THE PLAN

India features prominently in the global rollout. As the largest consumer of emeralds today, India is not just a market—it's a cultural ally. The Indian reverence for gemstones, particularly emeralds, aligns with the initiative's ethos. More than transactional, this relationship is about mutual respect.

Through India, the brand hopes to reach a customer base that understands

not only the aesthetic value of emeralds but also their emotional and cultural significance. It's a market that appreciates legacy, spirituality, and craftsmanship—a perfect intersection for this purpose-led luxury brand.

UNITED BY NATURE: DIAMONDS, GOLD, AND SAPPHIRES FROM AFRICA

Emeralds may be the crown jewel, but the vision expands across continents. The initiative has acquired its own mines in Botswana (diamonds), Tanzania (gold), and Nigeria (sapphires). Each of these ventures follows the same model: vertical integration with social upliftment.

As in Colombia, the African model prioritises community welfare, providing employment, training, and education to local populations. These mines are not extractive enterprises—they are engines of long-term social transformation. Hundreds, if not thousands, of families stand to benefit, as the brand insists on doing things differently—ethically, locally, and inclusively.

ALPACA AND VICUNA: TEXTILES WITH A SOUL

In Peru and Bolivia, another treasure is being reimaged: alpaca wool. Under the sub-brand AMERIA RIVA, alpaca is transformed from a rural

resource into a luxury staple. But again, it's not just about material—it's about meaning. The project supports indigenous communities, especially farmers and artisans, ensuring fair wages and skill development.

Each alpaca and vicuna product is a celebration of ancestral craftsmanship and future-forward fashion. The brand proves that you can wear luxury that looks good, feels good, and does good.

CACAO: CHOCOLATE, SKINCARE, AND THE PANAMA HAT

Few would associate cacao with luxury beyond fine chocolate, but this initiative is changing that too. Ecuador—home to the world's finest cacao—is being spotlighted not only for its flavour but also for its versatility.

Under the Tayrona Cacao brand, the project explores cacao-based beauty products, such as moisturisers and skin treatments, as well as textiles and accessories. One fascinating revelation? The iconic Panama hat—a staple in tropical fashion—is crafted from fibres derived from the cacao plant.

With boutiques focusing on multi-sensory cacao experiences, this part of the initiative seeks to reposition



Ecuador as not just a supplier of raw cacao but as a luxury powerhouse in its own right.

FROM “MADE IN” TO “MADE OF”: THE MAISON MODEL

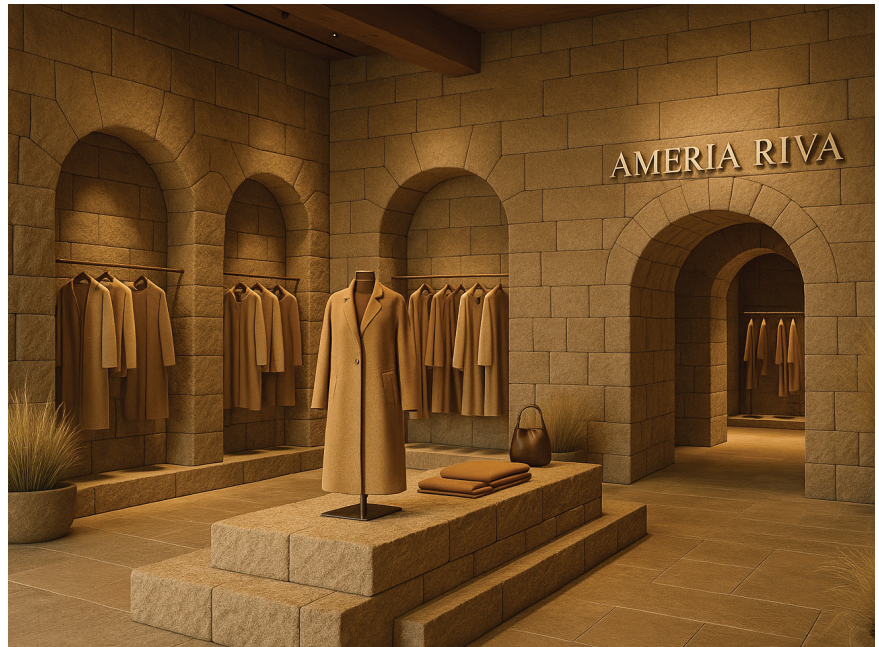
The overarching philosophy is embodied in what the team calls the “Maison” model—a fully integrated, deeply local, and globally scaled luxury house. Each chapter of the Maison focuses on a treasure of a nation—be it Colombia’s emeralds, Peru’s vicuna, or Ecuador’s cacao—and brings it to life through design, education, and storytelling.

Future chapters are already in the works: Vietnamese silk is next, followed by Indian silk, highlighting India’s rich contribution to global textile heritage.

This isn’t about Made in Colombia or Made in India. It’s about being Made of Colombia, Made of India—not just geography, but essence and ethos.

LUXURY WITH LEGACY: A FINAL WORD

This emerging brand is doing more than selling high-end products. It’s reshaping the definition of luxury—from material excess to meaningful experience. It is not just about what you wear or consume—it’s about who made it, where it came from, and what it stands for.



With global boutiques launching in Summer 2026, the world will soon experience a new kind of luxury—one born of prayer, powered by drones, wrapped in culture, and sold with a conscience.

For the conscious consumer, this is more than a purchase. It’s a partnership with purpose, a symbol of support for communities who have lived in the shadows of luxury for too long. It is the start of a new era—where buying beautiful things makes the world a little more beautiful, too.

CONCLUSION

In an age where luxury is often synonymous with excess, Tayrona

Maisons dares to redefine it as a story of purpose, provenance, and people. From the emerald-rich mountains of Colombia to the cacao plantations of Ecuador and the highland pastures of Peru, this initiative charts a bold new course — one where the rarest materials are not just extracted, but honoured, celebrated, and reinvested back into the communities that cradle them.

This is not about chasing trends. It’s about building legacies. It’s about transforming raw, often overlooked treasures into globally admired icons of elegance — all while uplifting the very hands that harvest them. With vertical integration, spiritual grounding, and futuristic technology guiding its path, Tayrona Maisons isn’t just launching luxury brands; it is building cultural bridges, crafting human stories, and planting seeds of equity across continents.

As the world prepares to welcome the first of its boutiques in 2026, Tayrona Maisons stands as a powerful reminder that true luxury is not only about what we wear or own — but what we empower, protect, and preserve. The future of luxury has a new face. And it’s as grounded as it is glittering.

