# Artificial intelligence: Transforming the landscape of luxury jewelry



In the evolving landscape of business technology, the integration of artificial intelligence (AI) is becoming increasingly prevalent, as highlighted by Shahla Karimi, the Founder of Shahla Karimi Jewelry. Based in New York City, Karimi runs a luxury jewelry brand and shares her experiences and insights regarding the utilisation of AI tools to enhance her business operations and creativity.

Karimi has adopted AI-supported tools to manage her bespoke jewelry business with greater efficiency. She emphasises the importance of automation in streamlining operations, noting that platforms such as QuickBooks are indispensable for handling payroll, tracking expenses, and generating forecasting reports. “QuickBooks has been integral to my business and I’d recommend the platform to any company or business owner!” she stated, underlining her appreciation for the efficiency the software brings.

On the production side, Karimi has developed a tailor-made system that integrates orders into Monday.com, further enhanced by AI capabilities to automatically generate purchase orders for sourcing materials. This innovative approach allows her and her team to concentrate on creativity rather than administrative tasks, presenting a practical example of how AI can reshape operational workflows.

In terms of communication, Karimi highlights the advantages of using the email client Superhuman, which is designed for speed and efficiency through AI-powered features for triaging and reminders. Additionally, she relies on ChatGPT, using it roughly 30–40 times daily for tasks ranging from email drafting to marketing idea generation. These tools enable her to maintain a personal touch in communication while significantly enhancing productivity.

Understanding customer needs is crucial in the consumer goods industry, and Karimi employs platforms like Norby and Zigpoll to collect feedback and analyse behaviour. This strategic use of AI enables her to adapt her collections to better align with customer expectations and preferences.

Karimi also incorporates AI in her creative process, utilising tools such as DALL·E for visualisation, and Photoshop alongside Canva for design editing. She believes that AI plays a pivotal role in fostering creativity and refining concepts more efficiently. “AI has completely transformed the way I work. It’s not just about saving time—it’s about unlocking creativity, improving customer experiences, and empowering my team to do their best work,” she remarked.

Furthermore, she is exploring personalisation options for her website, aspiring to provide a unique shopping experience by leveraging AI to recommend products based on individual customer behaviour. This approach is aimed at enhancing customer engagement and satisfaction.

Encouraging her team to adopt AI tools has become a priority for Karimi. With resources like Calendly, QuickBooks, and ChatGPT at their disposal, her team is empowered to work more effectively, reallocating time from repetitive tasks to critical business areas.

In her quest for knowledge, Karimi utilises Perplexity for obtaining real-time insights and credible information, aiding her in making informed decisions in an ever-changing market landscape.

Her insights underscore a broader trend in which AI is not merely a tool for time-saving but is fundamentally transforming business practices and driving innovation. As businesses increasingly recognise the potential of AI in enhancing operational efficiency, fostering creativity, and improving customer experiences, entrepreneurs are encouraged to embrace these technologies as essential components in their growth strategies.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.uschamber.com/co/good-company/growth-studio/ai-efficiency-profitability-tips> - This URL supports the claims about Shahla Karimi's use of AI in her business operations and creativity, highlighting tools like QuickBooks and ChatGPT.
* <https://www.uschamber.com/co/good-company/growth-studio/ai-efficiency-profitability-tips> - It corroborates Karimi's emphasis on automation and AI in managing her bespoke jewelry business.
* <https://www.quickbooks.com/> - This URL provides information on QuickBooks, which Karimi uses for payroll, expense tracking, and forecasting.
* <https://monday.com/> - It supports the mention of Monday.com as a platform for integrating orders and generating purchase orders with AI.
* <https://www.superhuman.com/> - This URL explains Superhuman's AI-powered email client features that Karimi uses for efficient communication.
* <https://chat.openai.com/chat> - It provides details on ChatGPT, which Karimi uses frequently for drafting emails and generating marketing ideas.
* <https://www.norby.ai/> - This URL supports the use of Norby for collecting customer feedback and analyzing behavior.
* <https://www.zigpoll.com/> - It corroborates the mention of Zigpoll as a tool for customer feedback and behavior analysis.
* <https://www.dallemini.com/> - This URL provides information on DALL·E, which Karimi uses for visualizing ideas in her creative process.
* <https://www.adobe.com/products/photoshop.html> - It supports the mention of Photoshop as a tool used alongside Canva for design editing.