

Moneris  ^{®/MD}

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THE PIRATE + THE GYPSY

The Pirate + The Gypsy

Line of business:

- Retail

Products used:

- Moneris Go





Summary

The Pirate + The Gypsy is a sustainable jewelry company located in New Westminster, BC. Paula Godden fell into the business of making jewelry with select metals because of a skin sensitivity she suffers from. Paula started making jewelry with the few metals she was not allergic to as a hobby before she started selling the pieces to the public.



From the moment of my initial engagement with Moneris, I was impressed with the patience and the willingness to answer my countless questions. The wonderful experience explains why I signed up immediately.



-Paula Godden, Founder of The Pirate + The Gypsy

Background

Paula Godden is the owner and founder of The Pirate + The Gypsy Jewelry in New Westminster, BC. Her story begins with a skin sensitivity to metals she suffers from. As a young girl, she felt bad about her condition because many of her friends wore jewelry that she could not. Her mom would try to get her specialty jewelry that was at least 18k gold to prevent allergic reactions, but Paula still dreamed about wearing the trendy jewelry that her friends did. As a result, she opted to not wear any jewelry at all.

One day, when Paula was a young child spending time in her father's garage, she noticed some pure copper lying around and thought it would be fun to make some big hoop earrings from it. She stuck them in her ear and continued on playing. Hours had passed and she forgot they were in her ears until her mother noticed them. Not only did her mother see the earrings in her ears, she was stunned that her daughter was not having an allergic reaction. From there, Paula started making jewelry that looked good, was cost effective, and used non-reactive metals like copper. She created earrings, bracelets, necklaces and rings for herself, family and friends. "It made me happy making jewelry for myself and as gifts for the special people in my life."

Paula went on to university and studied cellular and molecular biology, started a family and spent her career teaching. Through it all, she kept making jewelry as a hobby. However, it never evolved beyond that as she felt she always needed to have a 'secure' job to provide for her children. "I grew up with the mindset that artisans did not make enough money to have a comfortable living."





The Pirate + The Gypsy

One day, Paula's friend, who is a clothing designer and storeowner, stopped at her home for a visit. She started looking at all of the jewelry pieces Paula had made over the years and asked if she could take some of the jewelry to sell in her boutique. Paula was reluctant to let her friend carry her creations in-store. Nevertheless, after some hesitation and doubt that anyone would want her creations, she let her friend take a selection to add to her inventory. To Paula's surprise, all of the jewelry sold out within two weeks and her friend came back asking for more.

After processing the news, Paula felt that it was at a point in her life where she was ready to take a leap and start her own jewelry business. Her children had grown up and moved out, leaving her with a little extra time. The business began by building a website and today the jewelry is sold online and at local markets.

Growth & Expansion

During the early stages of The Pirate + The Gypsy, Paula sold the majority of her wares at local markets. As the business continued to grow, it branched out to larger markets and services expanded to offer custom design work.

Promoting the jewelry on social media helped expand the business and in recent years, Paula has dedicated more time developing new designs and increasing her online sales. She particularly enjoys catering to customers that understand her vision and appreciate the stories behind the creations.

All jewelry is made in Canada through the hard work of Paula and her small team. She comes up with designs for the jewelry before they are produced and she works on the final details and personalization.





Purpose

"I design jewelry with symbols that carry meaning in my life." One piece that stands out to Paula is the 'Coin of Fortune.' It has a hand and eye in the center of the pendant with symbols all around the eye. The design pays tribute to Paula's mother and the lessons she taught her. The eyes resemble her mother's fearless protection and the hand represents the stories passed down to her. "When I see the symbols around the eye I am reminded that my mother taught me to have the courage to enter every door that is open, because they lead to opportunities and experiences."

The rose pendant is another meaningful design in memory of Paula's father as he loved roses and would often present them to her mother. "I love wearing the jewelry because their uniqueness opens a window for conversation with whomever notices them. Most of the symbols are universal so customers may have their own stories tied to the symbols which leads to a great discussion."

Paula is passionate about travelling, seeing the places her parents lived in their childhood and integrating those experiences into designs.

Why the name The Pirate + The Gypsy?

For Paula, choosing the name for the business was simple. She wanted to incorporate the two words that carried the most meaning in her life.

“The word gypsy held meaning in my life even before I was born.” Her mother is Greek Roma and her father was Polish Roma. As she grew up, her mother called her ‘Little Gypsy Girl.’ “I love the gypsy culture and the stories that were passed down to me through my father’s talent of storytelling.”

The word pirate reminds her of her relationship with her husband. When she met him, she was a busy mom and had no desire to meet anyone. However, she intrigued her husband and they could not stop talking. “To me, a pirate symbolizes a freedom of expression and my husband always encourages me to be who I am.” They went to many pirate themed places throughout their relationship including restaurants and vacation spots.





A Commitment to Sustainability

“With my background in biology, it is important to me to incorporate sustainable practices and products into my business.”

Paula uses 100% recyclable metals, packing is ecofriendly and she collaborates with businesses supporting independent shops that are ecofriendly. Paula also uses a ‘slow fashion’ approach by carrying small quantities at a time and often makes items to order, especially with gold jewelry. “We are not perfect with our sustainability practices, but our goal will always be to leave a carbon footprint that is as small as possible.”

Another initiative focused on sustainability is a campaign held by The Pirate + The Gypsy. During the campaign, a tree is planted in an area in need for every piece of jewelry purchased.

Why Moneris?

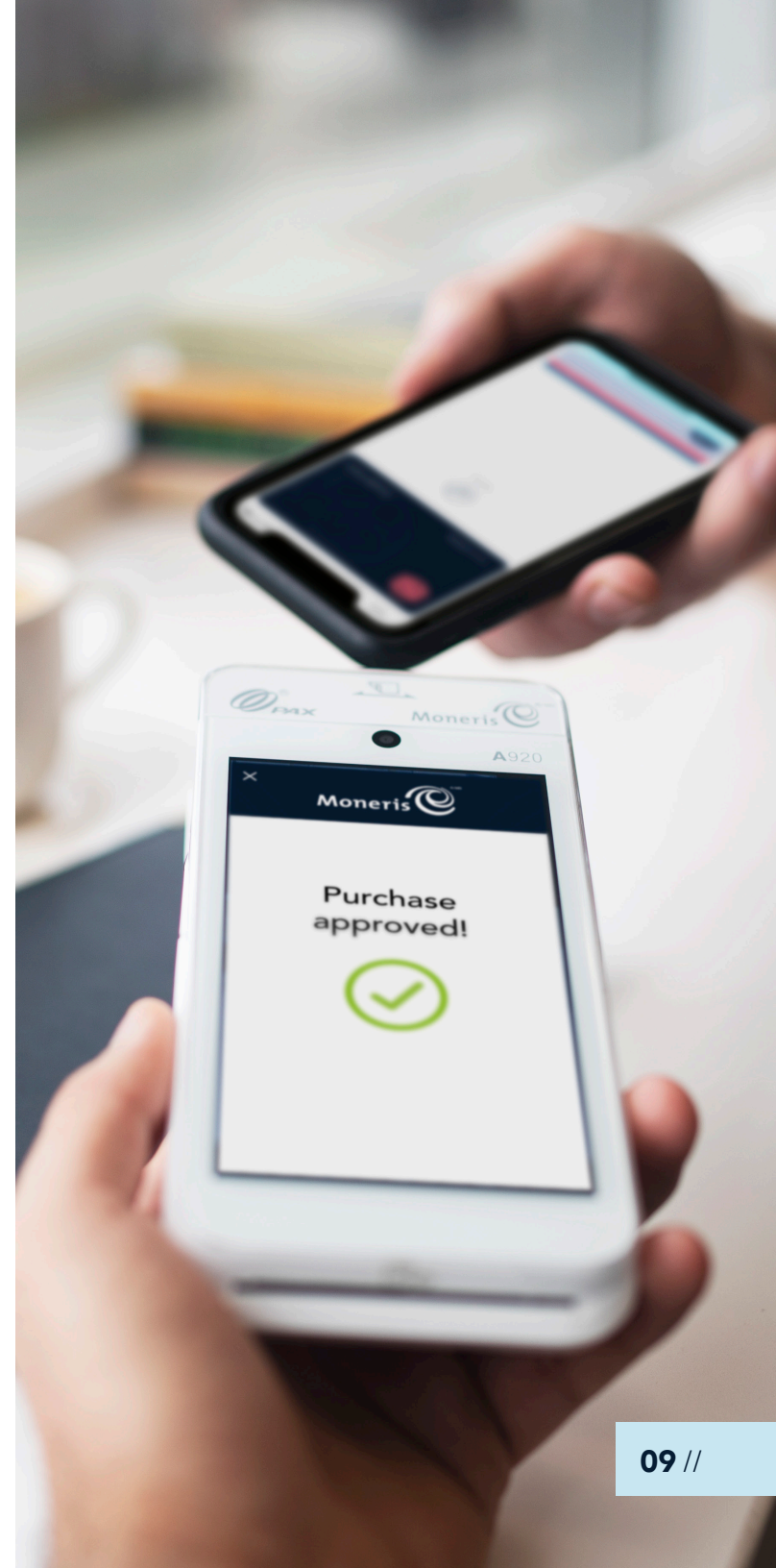
“When I started creating jewelry with a higher price tag, the payment solution I had just wasn’t working. I wanted to work with a company having a professional reputation that the public trusts, so that my customers will be confident that their financial information is safe when they make large purchases with me,” says Paula.

She learned more about Moneris® when she attended an information night held by the Royal Bank of Canada (RBC), and started speaking with a representative. “From the moment of my initial engagement with Moneris, I was impressed with the patience and the willingness to answer my countless questions. The wonderful experience explains why I signed up immediately.”

“When you have companies like Moneris that are so helpful, it makes the biggest difference in the day-to-day operations of the business. So, when other payment companies ask me to switch, my immediate answer is no because I am confident no business can compete with the solutions and services I receive from Moneris,” relates Paula. “In addition, my fee schedule floors me and I can’t believe that such reasonable fees are offered to a small business like mine. It just shows me how much Moneris wants to be there for small businesses.”

So, what solution did Paula settle on? She has used multiple Moneris devices and most recently, Moneris Go meets her day-to-day business needs. “The solution is like everything else I have been using from Moneris. It works in every way that I need it to work. Moneris Go meets my needs and often exceeds them with features I didn’t know would be so useful to me.”

“Moneris Go is in line with our standards and commitment to sustainability with options like being able to offer receipts via email.”





Looking Forward

The next few years of the business include expanding sales to a global level. “We have seen an upturn of sales in the U.S. and U.K. and we hope we will see this pattern across many other countries,” says Paula.

“I’m thrilled to continue pursuing my passion while designing jewelry for customers that will carry meaning in their lives for generations to come.”



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