

THE POWER GRADIENT

Inspiring Future Entrepreneurs

GROWN

GROWN is a London-based boutique offering sustainable lab-grown gemstone jewellery with a focus on thoughtful design.

<https://grown.london/>

Key Takeaways

Early Influence

Clarice upbringing instilled creativity, grit, and the drive to build from scratch.

Courageous Choices

She walked away from a major opportunity to stay true to her long-term vision.

Pitch Confidence

She pitched GROWN with just an idea, proving action can precede confidence.

Self-Reliance

She taught herself every part of the business by diving into unknown territory.

Intentional Hustle

Even in chaos, she ensured every decision aligned with her brand's core values.

Community Strength

She learned that seeking support and collaboration is a vital entrepreneurial tool.

Progress Mindset

Clarice believes momentum matters more than perfection when starting something new.



Connect with Clarice Ng

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Meet Clarice Ng

Welcome to this week's edition of The Power Gradient. In this issue, I'm excited to share the inspiring story of Clarice Ng, the founder of GROWN, a jewellery brand that goes far beyond aesthetics. It is a purpose-led, design-forward label that blends storytelling, craftsmanship, and intention to create pieces that feel as meaningful as they are beautiful. For Clarice, building GROWN wasn't just about launching a product it was about creating something that could hold emotion, memory, and identity. The brand is rooted in the idea that jewellery can be both personal and powerful, crafted to last and designed to connect.

Determination

Clarice grew up in a household where grit, creativity, and independence weren't just values, they were lived experiences. Though her parents weren't entrepreneurs, they championed the idea of building something from scratch, encouraging her to dream boldly while staying grounded in hard work. She was also surrounded by strong women who modelled what it meant to lead with both grace and determination. These early influences planted the seeds of entrepreneurship long before she had a word for it. During her university years, Clarice discovered the power of intentional branding and how storytelling could breathe life into a business. That's when the pieces began to click. Her love for design, her drive to create impact, and her desire to build something meaningful could all live in the same place, which developed into GROWN.

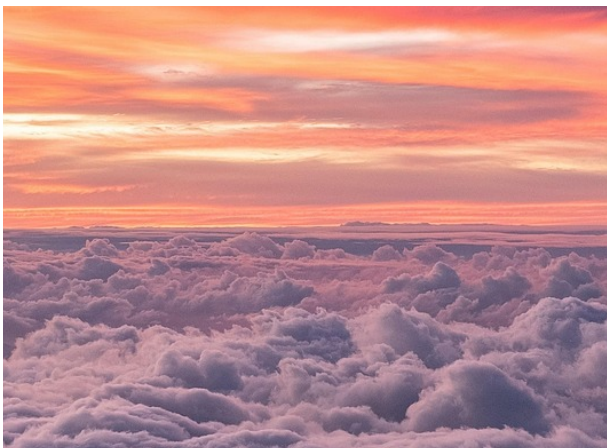
Brave Decisions

No entrepreneurial journey is without its turning points, and Clarice's came early on. One particularly was choosing to walk away from a promising collaboration that didn't align with her long-term vision. It was a difficult decision one that required her to prioritise integrity over immediate progress. But it taught her an invaluable lesson: that protecting the soul of your work sometimes means saying no, even when it's hard. Another pivotal experience was her first pitch competition. With no physical product, no sales, and just a raw concept, Clarice stood in front of a panel and pitched what she believed in. That experience pushed her past perfectionism and into action, reminding her that confidence doesn't always come first, sometimes it follows your decision to show up anyway.



Grit and Grace

Launching GROWN meant Clarice had to immerse herself in multiple processes: branding, sourcing, pitching, design, logistics, and storytelling, all while navigating an industry she didn't have formal experience in. She dove into research, sent countless cold emails, and built relationships from scratch with suppliers and creatives. It was a crash course in entrepreneurship, but also a process that helped her truly understand every layer of the business she was building. One of the most valuable lessons was learning how to be scrappy without losing sight of intentionality. Not everything had to be perfect, but everything had to feel true to the vision. She also came to realise that doing it all alone wasn't sustainable or necessary. Being part of communities, accelerators, and networks helped her see that entrepreneurship doesn't have to be a solitary journey, and asking for support is a strength, not a weakness.



Be Open to Change

When Clarice was asked to share a piece of advice with early-stage founders, she shared this: "Don't wait for everything to be perfect before you begin. The idea of being ready is often an illusion, and real clarity comes through movement, not overthinking. Surround yourself with people who believe in your potential, even when your vision is still taking shape. Be willing to experiment, to fail, and to learn." Reflecting on her journey, Clarice acknowledges that some of her biggest growth moments came from releasing something before it felt polished, then listening, adjusting, and evolving. As she puts it, "You don't have to be fearless to start, you just have to move forward despite the fear." Progress is often quiet, slow, and messy, but it will always happen when you keep showing up.