# Luxe Software Secures Strategic Backing from K5 Global and Jewelers Mutual® Group

*Support Accelerates the Company's Mission to Bring Modern Software to Independent Jewelry Retailers*

NEW YORK, NY, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- Luxe Software, the vertical software and payments platform built specifically for independent jewelry retailers, today announced it has strategic backing from K5 Global and Jewelers Mutual® Group to fuel continued product development, scale the company's capacity to onboard thousands of independent jewelry stores, and expand its support, training, and education teams.

> Together with Jewelers Mutual and K5 Global, we have the resources and the credibility to bring modern software to every independent jeweler in America."
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> *Val Katayev, CEO of Luxe Software*

At the center of the investment is a shared focus on the customer. Independent jewelry retailers are increasingly challenged to deliver the kind of service, trust, and reliability that today's consumers expect from any high-value purchase, and modern retail technology plays a growing role in meeting those expectations. Luxe's single platform is purpose-built for the industry, combining point of sale, customer relationship management, payments, two-way texting, business phone, reporting, and more in one place. The result is software that helps independent retailers compete with national chains and online players while preserving the personal, relationship-driven selling that sets them apart.

"There is no more credible name in the jewelry industry than Jewelers Mutual, and having their support allows us to accelerate our roadmap," said Val Katayev, CEO of Luxe Software. "Together, with Jewelers Mutual and K5 Global, it gives us the resources and the credibility to bring modern software to every independent jeweler in America."

Jewelers Mutual's decision to invest in Luxe's technology solutions is part of its broader strategy of supporting technology and innovation across the jewelry industry, and it will continue to work with the full range of technology providers that serve its customers. As one of the most established and trusted names in the jewelry industry, it strives to support jewelers navigating a rapidly modernizing market.

"Jewelers Mutual regularly invests in and collaborates with technology providers, service partners, and industry organizations to strengthen the industry we all serve," said Mike

Alexander, President at Jewelers Mutual. “Jewelers choose the operating tools that work best for their business, and our role is to support that choice. We're proud to support Luxe as a company that is helping shape the future of jewelry retail.”

The investment comes as independent jewelers face mounting pressure to modernize. With the new funding, Luxe will continue to deepen and expand its product, grow its implementation and onboarding teams to bring thousands of additional stores onto the platform, and build out the support, training, and education resources that help retailers get the most out of it from day one.

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About Luxe Software
Luxe Software is the vertical software and payments platform built for independent jewelry retailers. Based in New York, NY, Luxe combines point of sale, CRM, payments, texting, phone, reporting, and more in a single purpose-built system, helping independent jewelers run better businesses, deliver exceptional customer experiences, and compete in a modern retail landscape. Learn more at LuxeSoftware.com.

About Jewelers Mutual® Group
Jewelers Mutual was founded in 1913 by a group of Wisconsin jewelers seeking insurance built for their unique needs. More than a century later, the company protects both jewelry businesses and consumers’ personal jewelry, and continues to move the industry forward with products and services shaped by listening to jewelers and their customers. Beyond insurance, Jewelers Mutual offers a growing suite of business solutions and digital technology that help jewelers strengthen their operations, mitigate risk, and build closer customer relationships. The Group insurers have earned 39 consecutive “A+ Superior” ratings from AM Best Company as of November 2025, and policyholders are members of Jewelers Mutual Holding Company. The company is headquartered in Neenah, Wisconsin, with additional offices in Dallas, Miami, and Raleigh, North Carolina. Learn more at JewelersMutual.com.

About K5 Global
K5 Global is a venture capital firm and incubation studio that supports founders across the business lifecycle. The firm, founded in 2018 by Michael Kives and Bryan Baum, invests in technology companies across funding stages. K5 seeks to help portfolio companies expand their networks and provide strategic support throughout their growth. The firm has invested in companies including SpaceX, HistoSonics, Anduril, DayOne, and Canva, among others. Learn more at K5Global.com.

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