

NATIONAL
Jeweler

The Eight-Figure
Independents

Compiled by
Catherine Dayrit





The Eight-Figure Independents

Alvin Goldfarb Jeweler (Established: 1980)

305 Bellevue Way N.E.
Bellevue, WA 98004
Phone: (425) 454-9393
Fax: (425) 454-9491

Web site:

www.alvingoldfarbjeweler.com

Principals: Steven B. Goldfarb, president;

Alvin I. Goldfarb, chair.

Number of stores: 2

Number of employees: 27

Product carried: A broad range of non-branded and branded watches, jewelry and giftware, including

A. Jaffe, Asch Grossbardt, Baccarat, Breitling, Cartier Pens, Charles Kruppel, Eli Jewels, Gregg Ruth, Jack Kelége, Jaeger-LeCoultre, Kwiat, Lalique, Louis Glick, Michael B., Mikimoto, Omega, Philip Stein, Raymond Weil, Roberto Coin, Rolex, Scott Kay, Waterford, Wellendorff and William Goldberg.

Customer profile: A well-educated and experienced clientele with fashion-forward taste and independent style, ages 25 to 75.

Store history/philosophy: With over 50 years of retail experience, Alvin Goldfarb has always insisted his clients be treated the way he wishes to be treated when he shops: with fairness, promptness and fun. Catering to the high-end jewelry client doesn't need to be a formal experience. "We treat clients as guests in our home."

Preferred media: Primarily direct mail to our customer base via a custom, in-house quarterly newsletter, postcards, special event invites and an annual holiday magazine. We also use newspaper and magazine ads and, to a small extent, radio.

Aucoin Hart Jewelers (Established: 1927)

1525 Metairie Road,
Metairie, LA 70005
Phone: (504) 834-9999

Fax: (504) 834-0166

Web site: www.aucoinhart.com

Principals: Tommy Aucoin, president; Tommy Aucoin Jr., buyer; Ryan Aucoin, buyer.

Number of stores: 1

Number of employees: 50

Product: Classic fine jewelry with a good representation of diamonds, platinum and precious gems. Branded names include David Yurman, Kwiat, Mikimoto and Penny Preville. Watch brands include Baume & Mercier, Rolex and TAG Heuer. A large selection of loose diamonds and 13 on-site craftsmen, including two watchmakers.

Customer profile: Men and women, 18

to 65 years old, looking for an extensive selection of the finest quality jewelry and watches.

Store history/philosophy: Aucoin Hart is a full-service designer, manufacturer and importer of the finest jewelry. Began as Hart Jewelers in 1927 in downtown New Orleans. When the owner retired in 1957, Hubert Aucoin took over and moved the store to its current location. Now in its third generation, it continues to emphasize superior customer service, quality, selection and value.

Preferred media: TV, radio, print, direct mail and co-op advertising in *InStyle*, *Vogue* and *Town & Country*.

Bachendorf's (Established: 1951) **6019 Berkshire, Dallas, TX 75225**

Phone: (214) 692-9000 **Fax:** (214) 692-1117

Web site: www.bachendorfs.com

Principals: Harry Bock, president; Lawrence Bock, vice president; Steve Bock, buyer.

Number of stores: 3

Number of employees: 90

Product carried: The store's product mix is about 50 percent fine jewelry, 45 percent watches and 5 percent crystal gifts and tabletop. Designer jewelry brands include Aaron Basha, Chimento, David Yurman, Di Modolo, Gregg Ruth, John Hardy, Mikimoto and Scott Kay. Watch brands include A. Lange & Söhne, Baume & Mercier, Breitling, Bulgari, Cartier, Concord, Corum, Franck Muller, Glashütte and Rolex.

Customer profile: The affluent, high-end jewelry shopper, 30 to 65 years old.

Store history/philosophy: Builds its success on expert service and a friendly, no-hassle shopping experience.

Preferred media: Direct mail, in-store events and local advertising in *Dallas Morning News*, *Texas Monthly* and *Where Magazine*.

Bigham Jewelers (Established: 1995) **2425 Tamiami Trail N., Suite 101** **Naples, FL 34103**

Phone: (239) 434-2800

Fax: (239) 434-2818

Web site: www.bighamjewelers.com

Principals: Kathy Bigham, president; Gary Bigham, vice president; Sylvia Carritte, buyer.

Number of stores: 1

Number of employees: 21

Product carried: Designer jewelry brands include Buccellati, Chimento, David Yurman, Jack Kelége, Judith Ripka, Kwiat, Mattioli and Valente, among others. Watch brands include Carl F. Bucherer, Ebel, Ernst Benz and Rolex.

Customer profile: Men and women, 30 years and over. The affluent, often retired, high-end jewelry shopper.

Store history/philosophy: The store was founded in 1995 by Kathy Bigham. Unique as a first-generation jeweler, Bigham Jewelers is dedicated to making the customer experience, like the quality of its fine jewelry, simply extraordinary. **Preferred media:** Local print, direct mail, in-store events, charity tie-ins and catalogs.

Borsheims (Established: 1870) **120 Regency Parkway,** **Omaha, NE 68114**

Phone: (402) 391-0400 **Fax:** (402) 391-6694

Web site: www.borsheims.com

Principals: Susan Jacques, CEO

Number of stores: 1

Number of employees: 350

Product carried: A wide range of fine jewelry, watches and gifts, hitting all price points.

Customer profile: All customers looking for an extensive range of product and price points.

Store history/philosophy: The company's legend began in 1870 when Louis Borsheim opened a small jewelry store in downtown Omaha. In 1948, Louis Friedman and his son, Ike, purchased the business and maintained the name Borsheims. Ike Friedman was a dynamic businessman and believed that the store would be successful if it offered customers an extensive inventory at the lowest possible prices and a friendly style of customer service. Due to this philosophy and Ike Friedman's leadership, the neighborhood market grew to international prominence with loyal customers all over the world. The store's success became so notable that renowned investor Warren Buffett purchased a majority of Borsheims' stock in 1989. Borsheims has continued to grow and is now one of America's largest jewelry stores. Its current 62,500-square-foot facility, after a recent 2006 remodel, contains more than 100,000 pieces of inventory.

Preferred media: Catalogs, local print media, in-store events, billboards and radio.

Carl Greve Jewelry & Timepiece Collections (Established: 1923) **640 S.W. Broadway, Portland,** **OR 97205**

Phone: (503) 223-7121

Fax: (503) 226-4770

Web site: www.carlgreve.com

Principals: Carl "Nick" Greve III, CEO;

Carl "Tim" Greve IV, president.

Number of stores: 2

Number of employees: 35

Product carried: Beaudry, Breitling, Cartier, Di Modolo, Harry Winston, Hearts On Fire, Leslie Greene, Marco Bicego, Nikos, Panerai, Patek Philippe, Roberto Coin, Rolex and Stephen Webster.

Customer profile: Affluent men and women who appreciate unique designer jewelry and world-renowned Swiss timepieces. In addition, first-time and encore brides and grooms looking for a wide and unique variety of engagement rings, wedding bands and bridal jewelry.

Store history/philosophy: Since 1923, Carl Greve's goal has been to provide legendary customer service with innovation and integrity in everything that we do, so that our guests can enjoy a true luxury experience. Our stores offer the finest selection of designer jewelry and Swiss timepieces in the Northwest.

Preferred media: Lifestyle and fashion magazines, outdoor billboards, direct mail and TV.

David Orgell* (Established: 1958) **320 N. Rodeo Drive** **Beverly Hills, CA 90210**

Phone: (310) 273-6660

Fax: (310) 273-0399

Web site: www.davidorgell.com

Principals: Korosh Soltani, vice president

Number of stores: 1

Number of employees: 25

Product carried: Designer jewelry brands include Chopard, Fabergé, Favero, Leslie Green, Louis Glick, Pasquale Bruni and Roberto Coin. Watch brands include Baume & Mercier, Bedat & Co., Blancpain, Boucheron, Corum, Girard-Perregaux, Jaeger-LeCoultre, Piaget, Ritmo Mundo, Roger Dubuis and Vacheron Constantin.

Customer profile: The very high-end customer, 18 to 65 years old.

Store history/philosophy: Began in the late 1800s in England, where the family developed a prominent clientele in London. The family came to Los Angeles and opened a store on Wilshire Boulevard. David Orgell, Spencer's son, founded the current location on Rodeo Drive in 1958. In 1989, the Soltani family purchased the store and continued serving its worldwide clients. Fine jewelry and timepieces were added, as well as antiques and centuries-old tapestries. The store also houses the David Orgell Collection of fine giftware, silver, crystal and jewelry from around the world.

Preferred media: Direct mail, local media, co-op advertising and in-store events. A loyal celebrity following also leads to a



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variety of celebrity product placements.

*Number of stores and employees were not confirmed at press time.

deBoule (Established: 1982) 6821 Preston Road, Dallas, TX 75205

Phone: (214) 522-2400

Fax: (214) 522-2480

Web site: www.deboule.com

Principals: Denis Boule, owner; Jeffrey Bartley, president; Alan Katz, vice president, operations.

Number of stores: 1

Number of employees: 25

Products Carried: DeBoule carries an extensive selection of fine diamonds, precious gems and its own exquisite jewelry, the deBoule Collection. DeBoule also carries 18 brands of the finest timepieces, including, Arnold & Son, Bedat, Blancpain, Breguet, Bulgari, F.P. Journe, Gerald Genta, Girard-Perregaux, Glycine, Graham, Hublot, Jaeger-LeCoultre, Patek Philippe, Piaget, Rolex, TAG Heuer, U-Boat and Vacheron Constantin. DeBoule is also known for its selection of pre-owned watches and selection of estate jewelry.

Customer profile: Mature, established and affluent. Clientele typically are seeking significant diamonds, unique jewelry and fine-quality timepieces. Clients that expect exceptional service and personal attention—"the deBoule Experience."

Store history/philosophy: For over 25 years, Denis and Karen Boule have developed a reputation for being the premier retailer among the most discriminating jewelry and timepiece aficionados. DeBoule has grown from an 800-square-foot store with two employees to a 13,600-square-foot signature store with 25 employees. As the business grew, Denis and Karen strove to make it different from all other jewelers. The strategy is to deliver "the deBoule Experience"—it is not only a philosophy but an attitude. Simply put, it is the way we interact with each other and with our clients.

Preferred media: Direct mail, local print—magazines and newspapers, regional magazines, billboards, e-mail and catalogs.

Diamonds Direct (Established: 1995) 4521 Sharon Road, Charlotte, NC 28211

Phone: (704) 532-9041

Fax: (704) 532-2330

Web site:

www.diamondsdirectsouthpark.com

Principals: Itay Berger, president

Number of stores: 1

Number of employees: 30

Product carried: A. Jaffe, Alito, Bez Ambar, Chad Allison, Christian Bauer, Christopher Designs, Coast, Diana, Eli Jewels, Furrer-Jacot, Gottlieb & Sons, Gregg Ruth, Henri Daussi, Jack Kelége, Jeff Cooper, Martin Flyer, Mastoloni Pearls, MCR Gems, Novell, PeJay Creations, Renaissance Platinum, Rina Limor, Scott Kay, SES Creations, Simon G, Stardust, Verragio and more.

Customer profile:

Anyone and everyone.

Store history/philosophy: In 1995, Diamonds Direct Southpark was founded on a strategy that included setting the standard for quality, excellence, value, selection and education within the industry. As a direct diamond importer from its Israeli-based cutting facility, the retailer offers one of the largest selections of certified diamonds, fancy colored and very rare-size diamonds in the Southeast. This forward-thinking philosophy has prominently established Diamonds Direct Southpark as the go-to retailer for customers seeking fine diamonds, exclusive designer fashion lines and the most extensive collection of bridal jewelry. The jeweler has remained true to its commitment of providing the very best shopping experience for customers while continuing to provide the best warranties, service and guarantees, including a "no risk" shopping experience, a 30-day money-back guarantee, an unbeatable lifetime upgrade and a 90-day price protection guarantee. In addition to its business philosophy, the company has established The Diamonds Direct Foundation to support local children's organizations.

Preferred media: The jeweler relies heavily on radio (including sports and talk radio), local high-end magazines, newspaper, sponsorship of the Carolina Panthers NFL Team, private and public designer events, and partnering with local charitable organizations.

E.B. Horn Co. (Established: 1839) 429 Washington St., Boston, MA 02108

Phone: (617) 542-3902

Fax: (617) 542-5022

Web site: www.ebhorn.com

Principals: Michael Finn, president; Richard S. Finn, vice president.

Number of stores: 1

Number of employees: 35

Product carried: Does a major amount of its business in diamonds and designer jewelry with names such as Charriol, Chimento, Garavelli and Stefan Hafner. The

company carries 12 watch lines, including Breitling, Chronoswiss, Ebel, Longines, Montblanc, Movado and Swiss Army.

Customer profile: Men and women, 22 to 65 years old.

Store history/philosophy: For more than 169 years, E.B. Horn has been offering customers quality, service and value. The company has a comprehensive estate jewelry department that specializes in both buying and selling, and also boasts on-site jewelry and watch repair departments.

Preferred media: Direct mail, events, national and local advertising, Web and radio.

East Coast Jewelry (Established: 1986) 16810 Collins Ave.

Sunny Isles Beach, FL 33160

Phone: (888) 345-TIME **Fax:** (305) 947-9419

Web site:

www.eastcoastjewelry.com

Principals: Michael and Bobby Yampolsky, founder and president.

Number of stores: 3

Number of employees: 21

Product carried: Fine gems and timepieces. Designer brands include Aaron Basha, Audemars Piguet, Baraka, Bell and Ross, Blancpain, Christian Dior, Corum, Daniel Roth, de Grisogono, DeWitt, Ebel, Girard-Perregaux, Glashütte, Hermès, Hublot, Hysek, Jacob & Co., Krieger, Leo Pizzo, Maurice LaCroix, Milus, Perrelet, U-Boat, Ulysse Nardin, Vacheron Constantin, Vertu, Zenith and many others.

Customer profile: Discerning customers who are looking for an influential, respectable brand to entrust with their fine jewelry needs.

Store history/philosophy: East Coast Jewelry has been Southern Florida's premier choice for fine gems and exquisite timepieces since 1986. Founded by father and son team Michael and Bobby Yampolsky, East Coast Jewelry is committed to providing the highest standard of personal service and the finest quality jewelry and watches to its loyal customer base.

Preferred media: National and local print media, billboards, direct mail, co-op advertising and events.

Edmund T. Ahee Jewelers (Established: 1947) 20139 Mack Ave.

Gross Pointe Woods, MI 48236

Phone: (313) 886-4600

Fax: (313) 886-2120

Web site: www.aheejewelers.com

Principals: Bettejean Ahee, CEO; Peter Ahee, president;

John Ahee, vice president.

Number of stores: 1

Number of employees: 30

Product carried: Designer jewelry brands include David Yurman, Gregg Ruth, Marco Bicego, Mikimoto, Roberto Coin, Sauro and Soho. Watch lines, which make up about 15 percent of the company's merchandise mix, include Baume & Mercier, Cartier, David Yurman, IWC, Patek Philippe, Raymond Weil, Rolex and TAG Heuer.

Customer profile: Men and women, 18 to 50 years old.

Store history/philosophy: The company is very active in its community and strives to serve employees with service and quality products.

Preferred media: In-store events, local charity tie-ins, co-op advertising, direct mail and catalogs.

Fox's Gem Shop (Established: 1912) 1341 Fifth Ave., Seattle, WA 98101

Phone: (206) 623-2528

Fax: (206) 628-3779

Web site: www.foxsgemshop.com

Principals: Chai Mann, president; Zoehana Mann, director of operations.

Number of stores: 1

Number of employees: 13

Product carried: Merchandise priced from \$100 to \$1 million, with a broad range of jewelry that includes generic, bridal and designer names such as Alex Sepkus, Elara, Furrer-Jacot, Gurhan, Harry Kotlar, Hearts on Fire, Jordan Schlanger, Mark Patterson, Mikimoto and Varna. Watch collections include Swiss and German brands specializing in very small production—in a few cases companies making fewer than 10,000 watches annually, including Audemars Piguet, Glashütte, IWC, Panerai, Richard Mille and Ulysse Nardin.

Customer profile: Wide range.

Store history/philosophy: Harry Fox opened a small gem store in downtown Seattle that was later purchased in 1948 by Sid and Berta Thal for \$15,000. As the story goes, they kept the name Fox's because they couldn't afford to repaint the door. In 1979, the company moved to its current site in Ranier Square. Son-in-law Chai Mann joined the business and, showing a knack for design and marketing, soon took over the operations. In 2003, Sid's granddaughter joined the business and is now running the store on a day-to-day basis.

Preferred media: Print and direct mail.

Hamilton Jewelers (Established: 1912) 2542 Brunswick Pike Lawrenceville, NJ 08648



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Phone: (609) 771-9400

Fax: (609) 771-9346

Web site:
www.hamiltonjewelers.com

Principals: Hank Siegel, president; Donna Bouchard, vice president; Mitch Sherman, chief financial officer; David Kaster, director of sales.
Number of stores: 5

Number of employees: 135
(Palm Beach, Fla., and Princeton, N.J., locations doing eight figures-plus)
Product carried: A wide selection of watch brands, including A. Lange & Söhne, Audemars Piguet, Baume & Mercier, Breitling, Bulgari, Cartier, Corum, Jaeger-LeCoultre, Panerai, Patek Philippe, Piaget and Rolex. Designer jewelry includes David Yurman, John Hardy, Mikimoto and Roberto Coin. Also offers giftware, porcelain, china, crystal, sterling silver and estate items.

Customer profile: Men and women, 25 to 65 years old.

Store history/philosophy: A third-generation family-owned business offering custom jewelry design, timepiece and jewelry repairs, and in-house appraisals. The company was founded in 1912 in Trenton, N.J. Hamilton's mission is "to strive everyday to earn the confidence of our clients by exceeding their expectations."

Preferred media: Direct mail, newspaper, billboards, national and regional magazines.

Hyde Park Jewelers

(Established: 1976)

3000 E. First Ave.,

Denver, CO 80206

Phone: (303) 333-4446

Fax: (303) 331-7794

Web site: www.hpjewels.com

Principals: Michael Pollak, CEO; Shereen Pollak, president; Damon Gross, chief operating officer.

Number of stores: 3

Number of employees: 75

Product carried: Fine jewelry makes up about 65 percent of Hyde Park's merchandise, while watches are about 35 percent. Brands include Beaudry, Breitling, Cartier, David Yurman, Girard-Perregaux, John Hardy, Judith Ripka, Panerai, Patek Philippe, Roberto Coin, Rolex and roughly 25 other fine watch and jewelry lines.

Customer profile: Men and women, 30 years old and up, looking for unique jewelry and name-brand watches.

Store history/philosophy: One of the largest full-service jewelry and watch operations in the Rocky Mountain area, the store has on-site watch repairs, appraisals, a gem lab and an expanded diamond and bridal area. Hyde Park, with

stores in Denver, Phoenix and Las Vegas, offers unique, quality merchandise.

Preferred media: Co-op advertising, direct mail, catalogs and in-store events.

I W Marks Jewelers

(Established: 1978)

3841 Bellaire Boulevard

Houston, TX 77025

Phone: (713) 668-5000

Fax: (713) 668-7815

Web site: www.iwmarks.com

Principals: Bradley Marks and Daniel Marks, vice presidents; Jay Holtorf, general manager.

Number of stores: 2

Number of employees: 27

Products carried: The store offers 100 showcases brimming with an extensive array of fine diamond, gold, silver and semi-precious jewelry lines and watches. For decades, the custom jewelry designer and manufacturer has dazzled brides with the city's most extensive selection of diamond engagement rings, earning it the title, "Houston's bridal headquarters." Jewelry lines include Charriol, Damiani (Houston exclusive), Dominique Cohen, Furrer-Jacot, Hidalgo, Kabana, Lagos, Laura Gibson, Lauren K, Mikimoto, Precision Set, Raymond Hak, Scott Kay (bridal and sterling), Stephen Dweck and Suzanne Kalan. Accessory collections include Jay Strongwater jeweled picture frames and Wolf Designs automatic watch winders and jewelry boxes. Watch lines include Baume & Mercier, Bedat & Co., Blancpain, Charriol, Franck Muller, Glycine, Michele, Omega, Philip Stein, Raymond Weil, Rolex and TAG Heuer.

Customer profile: Men and women who seek high-quality, significant diamonds and jewelry pieces and watches.

Store history/philosophy: Founded 30 years ago by the late I.W. Marks, Houston's landmark jewelry store is known for its honesty, integrity, exceptional quality and extensive selection of high-quality jewelry and watches. Owned and operated by I.W. Marks' sons, Brad and Daniel Marks, Houston's largest independent jeweler leads the area's retail jewelry business in sales, quality, customer satisfaction and community service. The multiple award-winning jewelry retailer provides its customers—many of whom are second- and third-generation customers of the store—with on-premises jewelry design and manufacturing, jewelry and watch repairs, pearl restringing and G.I.A.-certified appraisals to help ensure product and service excellence. Customers enjoy I W Marks' convenient, reserved parking in front of the store and its comfortable, secure atmosphere. The store's sales, design, appraisal and

repair staff each average more than 20 years experience, further contributing to I W Marks' highly regarded reputation for customer service. The store employs six full-time jewelers and two full-time watch-makers.

Preferred media: Television and radio, in-store events, charitable tie-ins, co-op advertising, newspaper, consumer magazines and direct-mail catalog.

J.R. Dunn Jewelers

(Established: 1969)

4210 N. Federal Highway

Lighthouse Point, FL 33064

Phone: (954) 782-5000

Fax: (954) 782-6904

Web site: www.jrdunn.com

Principals: James R. Dunn, chairman of the board; Ann Marie Dunn, president and CEO; Sean Patrick Dunn, vice president.

Number of stores: 2

Number of employees: 55

Product carried: Some of the most popular lines include Chopard, Corum, John Hardy, Mikimoto, Roberto Coin, Rolex and TAG Heuer. An extensive selection of loose diamonds and diamond jewelry is also available, along with a custom design studio.

Customer profile: Diverse shoppers, 30 to 65 years old.

Store history/philosophy: A privately owned retail organization specializing in the sale of the finest diamonds, diamond jewelry, precious and semiprecious gemstone jewelry, well-known designer jewelry and the finest luxury timepieces from Switzerland.

Preferred media: Radio and billboards.

James Free Jewelers

(Established: 1940)

3100 Far Hills Ave.,

Dayton, OH 45429

Phone: (937) 298-0171

Fax: (937) 298-2872

Web site: www.jamesfree.com

Principals: Michael S. Karaman, president

Number of stores: 2

Number of employees: 42

Product carried: Designer jewelry, including Aaron Basha, Barbara Westwood, Beaudry, Charles Krypell, David Yurman, Mikimoto and Roberto Coin. Watch lines include Breitling, Cartier, Omega, Patek Philippe, Rolex and TAG Heuer. The store also presents an extensive selection of certified loose stones and custom designs.

Customer profile: Both men and women, 30 years old and up, who desire quality service, product and style.

Store history/philosophy: A wide

selection of exclusive pieces from around the world. Each piece of jewelry is chosen with the upscale shopper in mind. Jewelers are on-site to create one-of-a-kind pieces.

Preferred media: Radio and cable television, co-op advertising, local newspaper, consumer magazines, two self-produced catalogs and trunk shows.

Jules R. Schubot Jewellers*

(Established: 1917)

3001 Big Beaver W., Troy, MI 48084

Phone: (248) 649-1122

Fax: (248) 649-1209

Web site: www.schubot.com

Principals: Douglas Schubot, chairman; Brian Schubot, president; Sydell Schubot, vice president.

Number of stores: 1

Number of employees: 10

Product carried: Designer names include Antonini, Daniel K, Henry Dunay, J. Stella, Judith Ripka, Leo DeVroomen, Michael Bondanza, Mikimoto, New Italian Art, Picchiotti, Schoeffel, Stefan Hafner, Varna, Vista Int'l and Yvel. Watch brands include Blancpain, Breitling, Chopard, Hublot, IWC, Jaeger-LeCoultre and Rolex.

Customer profile: The upscale customer, male and female, 30 to 65 years old.

Store history/philosophy: Takes pride in creating heirlooms of tomorrow for customers. The company operates knowing that it is not in the business of selling jewelry but of building relationships.

Preferred media: Co-op advertising, consumer magazines, direct mail and in-store events.

*Number of stores and employees were not confirmed at press time.

Lester Lampert

(Established: 1920)

57 E. Oak St., Chicago, IL 60611

Phone: (312) 944-6888

Fax: (312) 944-6893

Web site: www.lesterlampert.com

Principals: Lester M. Lampert, CEO; David Lampert, president.

Number of stores: 1

Number of employees: 36

Products carried: More than 14 Lester Lampert Branded Jewelry Collections, including The Absolutely Precious Collection (baby shoe charms), Cumullus, L'Eclipse, Pirouette and Voilla—just a few of the unique Lampert collections that are produced and sold exclusively at the retailer's Oak Street location. Watches include Blancpain, Carl F. Bucherer, Corum and Ebel. Corporate Division offerings include a full line of high-end giftware, including AT Cross, Baccarat, Coach, Hartmann, Howard Miller, Laliq, Lester Lampert Jewelry, Nambé,



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Orrefors, Replogle, Seth Thomas, Swarovski, Waterford and Waterman; lifestyle awards including Bose, Bushnell, Daiwa, Krups, Pentax and Weber; and watches in the division include Bulova, Citizen, Hamilton, Léopard (private label) and Wittnauer.

Customer Profile: Fashion-forward, affluent men and women between 25 and 65 seeking the extraordinary in design and personal attention.

Store history/philosophy: In 1920, the Lampert tradition began. Now, third- and fourth-generation jewelers Lester and David Lampert preside over a four-story building on one of North America's most prestigious streets. The Lampert customer enjoys on-site design and manufacturing, appraisals, certified watch repair and a uniquely well-versed staff that makes the experience unforgettable.

Preferred media: In-store events, gala events in various prestigious locations, direct mail of custom-created brochures, national magazines, regional (Chicago) fashion magazines, charity tie-ins and trade shows (corporate division).

Levinson Jewelers
(Established: 1983)
8138 W. Broward Blvd.,
Plantation, FL 33324

Phone: (954) 473-9700

Fax: (954) 473-9465

Web site:
www.levinsonjewelers.com

Principals: Mark and Robin Levinson, co-owners.

Number of stores: 1

Number of employees: 25

Product carried: Designer lines include Barry Kronen, Bulgari and Penny Preville. Watch lines include Backes & Strauss, Bedat & Co., Bulgari, Franck Muller, Gerald Genta, Jaeger-LeCoultre, Panerai, Piaget, Pierre Kunz, Zenith and many others.

Customer profile: Affluent, fashion-savvy customers, 30 to 50 years old.

Store history/philosophy: In 1983, Mark and Robin Levinson launched Levinson Jewelers as one of 40 retailers in a Plantation, Fla., jewelry exchange. Eventually, it became the sole retailer and took over the entire space. Today, Levinson Jewelers offers top brand names and seeks to educate consumers on jewelry fashion trends.

Preferred media: Co-op advertising, billboards, catalogs, consumer magazines, local media, events and direct mail.

London Jewelers
(Established: 1926)
2046 Northern Blvd.,
Manhasset, NY 11030

Phone: (516) 627-7475

Fax: (516) 627-1164

Web site: www.londonjewelers.com

Principals: Mark Udell, CEO;

Candy Udell, president;

Randi Udell, vice president;

Scott Udell, vice president.

Number of stores: 8

Number of employees: 150

Product carried: Fine jewelry includes Buccellati, Bulgari, Chopard, David Yurman, Farone Mennella, H. Stern, Judith Ripka, Leslie Greene, Mikimoto, Penny Preville, Pomellato, Roberto Coin, Stephen Webster, Van Cleef & Arpels and Yvel. Fine timepieces include Audemars Piguet, Breguet, Breitling, Bulgari, Cartier, Chanel, Chopard, Girard-Perregaux, Harry Winston, Jaeger-LeCoultre, Panerai, Vacheron Constantin, Van Cleef & Arpels. Giftware includes Baccarat, Herend, Jay Strongwater, Laliq, MacKenzie-Childs and Steuben, to name a few.

Customer profile: The affluent, fashion-aware shopper, 30 to 65 years old, who is looking for the newest and trendiest items.

Store history/philosophy: London Jewelers has evolved from a small, family watch and clock business established in 1926 in Glen Cove, N.Y., to the present-day, eight-store, one-of-a-kind destination lifestyle experience. London Jewelers was the first jeweler to unveil the designer boutique concept back in 1992. In 1996, the company opened a lifestyle store in East Hampton and then an additional Hamptons location in Southampton. The retailer then partnered with Richemont in the opening of a Cartier boutique and a Van Cleef & Arpels boutique in its Manhasset store. A David Yurman shop soon followed. In November 2007 and early 2008, London Jewelers celebrated the opening of a Watch Salon and Gift Gallery, respectively. This expansion will be followed by a mid-summer 2008 opening and a spectacular Diamond & Jewelry Salon. London Jewelers is committed to being Long Island's premier jeweler and to providing its customers with the finest selection of designer jewelry and fine watches presented in a luxurious setting and manner, and served with first-class customer service.

Preferred media: Co-op advertising, billboards, catalogs, consumer magazines, local media, events and direct mail.

Long's Jewelers
(Established: 1878)
60 A. South Ave.,
Burlington, MA 01803

Phone: (781) 273-2400

Fax: (781) 273-5440

Web site: www.longsjewelers.com

Principals: Robert Rottenberg, CEO; Craig Rottenberg, president; Judd Rottenberg, principal.

Number of stores: 5

Number of employees: 160

Product carried: Designer names include David Yurman, Kwiat, Memoire, Mikimoto and Roberto Coin. A variety of watch brands, including Breitling, Cartier, Rolex and TAG Heuer.

Customer profile: Men and women, 30 to 65 years old.

Store history/philosophy: In December 1991, RJC Corp. of Danvers, Mass., purchased the company founded by Thomas Long in 1878. RJC Corp., now known as Long's Jewelers, Ltd., revived the chain, adding new stores throughout the years. In 1999, Long's 12,500-square-foot flagship was built in Burlington. Located just off Route 128, the Burlington store has set new standards for retail shopping in an elegant yet relaxed atmosphere.

Preferred media: Direct mail, outdoor, print, online, co-op advertising, charitable events and designer appearances.

Louis Anthony Jewelers*
(Established: 1990)
1775 N. Highland Road,
Pittsburgh, PA 15241

Phone: (412) 854-0310

Fax: (412) 854-5540

Web site: www.louisanthony.com

Principals: Louis A. Guarino Jr., president; Veronica Guarino, vice president.

Number of stores: 1

Number of employees: 14

Product carried: Designer jewelry, including David Yurman. Watch brands, including Harry Winston and Rolex. The company also carries giftware such as Jay Strongwater and Steuben.

Customer profile: Mostly self-made, fashion-conscious and sophisticated men and women, 30 years old and up.

Store history/philosophy: Louis Anthony strives to provide a beautiful and pleasurable work environment for staff, which helps to create an enthusiasm about the products to clients.

Preferred media: Print, billboards, newspaper, magazines and direct mail. *Number of stores and employees were not confirmed at press time.

Lux Bond & Green
(Established: 1898)
7 Jansen Court,
West Hartford, CT 06110
Phone: (860) 521-3015
Fax: (860) 561-1111
Web site: www.lbgreen.com

Principals: John A. Green, president/CEO; Marc A. Green, vice chairman.

Number of stores: 8

Number of employees: 155

Product carried: Jewelry, watches and gifts, including Alex Sepkus, Baccarat, Breitling, Cartier, Chopard, David Yurman, Honora, John Hardy, Laliq, The Lux Collection, Marco Bicego, Mikimoto, Panerai, Patek Philippe, Piaget, Roberto Coin, Rolex, Steuben, TAG Heuer, Temple St. Clair and custom design.

Customer profile: Discerning clients.
Store history/philosophy: Started in Waterbury, Conn., by M.A. Green. Lux Bond & Green now has stores throughout Connecticut and Massachusetts. The retailer's goal is to help celebrate life's special occasions and fulfill customers' desires for exceptional beauty and luxury.
Preferred media: A mix of print, direct mail, billboards and electronic.

Molina Fine Jewelers
(Established: 1987)
3134 E. Camelback Road,
Phoenix, AZ 85016

Phone: (602) 955-2055

Fax: (602) 468-1627

Web site:
www.molinafinejewelers.com

Principals: Alfredo J. Molina, CEO

Number of stores: 2

Number of employees: 50

Product carried: The store's tagline, "Unforgettable," describes not only the shopping experience but the rare gems and diamonds showcased in the salon. On the boutique side of the store, Molina carries designer brands from Chopard to Damiani to H. Stern. Watch brands include Audemars Piguet, Baume & Mercier and Vacheron Constantin.

Customer profile: Well-traveled and affluent men and women, 25 to 65 years old.

Store history/philosophy: Alfredo Molina began his business in 1987 with the intent of giving the affluent customer only the best. Through the years, the by-appointment-only salon attracted customers from all over the world. In the mid-1990s, the company added a walk-in boutique next door to the salon to attract a younger clientele.

Preferred media: Consumer advertising, co-op ads, direct mail, and in-store and international events.

Moretti's Fine Jewelers
(Established: 1978)
14230 Highway 281 N.
San Antonio, TX 78232



The Eight-Figure Independents

Phone: (210) 493-8080

Fax: (210) 403-3600

Principals: Mike Moretti, president

Number of stores: 1

Number of employees: 11

Product carried: An equal number of watches and fine jewelry, with featured designers including Beaudry, Charles Krypella, David Yurman, Hearts On Fire, JFA Designs, Steven Kretschmer and Temple St. Clair. Watch brands include Baume & Mercier, Breitling, Patek Philippe and Rolex.

Customer profile: Men and women, 30 to 65 years old.

Store history/philosophy: Puts quality first in everything it does, from product to service. In 2000, the company left its 950-square-foot space in the North Star Mall to build its current 7,500-square-foot, free-standing store.

Preferred media: Billboards, local newspaper advertising, consumer magazines and direct mail.

New York Jewelers

(Established: 1890)

11 N. Wabash, Chicago, IL 60602

Phone: (312) 855-4999

Fax: (312) 855-9082

Web site: www.nyjchicago.com

Principals: Jerrold Rosenwasser, CEO; Sam Rosenwasser, president.

Number of stores: 1

Number of employees: 55

Product carried: The largest selection of loose certified diamonds and hard-to-find diamonds with no appointment needed. Walk in and whatever you are looking for, New York Jewelers is sure to have it. An extensive collection of fine jewelry includes designer names such as Asprey & Guldag, Charriol, Montblanc and Norman Covan. Watch lines include Anonimo, Bell & Ross, Charriol, Chronoswiss, Dubey & Schaldenbrand, Ebel, ESQ, Festina, Fortis, Hamilton, Longines, Maurice Lacroix, Michele, Montblanc, Movado, Oris, Rado, TAG Heuer, Tissot and Victorinox Swiss Army.

Customer profile: Men and women, 25 to 65 years old.

Store history/philosophy: Service, service, service, with a wide selection of most sought-out designs at a great price. A timeless tradition of quality and experience dating back more than 100 years. In 1995, the store acquired a seven-story building on Chicago's Jewelers Row. This expansion houses a large jewelry showroom, 10 private diamond-viewing rooms, a second floor watch showroom and a state-of-the-art manufacturing facility.

Preferred media: Co-op advertising, direct mail, local cable and radio media,

and charitable tie-ins.

Orr's Jewelers

(Established: 1985)

5857 Forbes Ave.,

Pittsburgh, PA 15217

Phone: (412) 421-6777

Fax: (412) 421-6263

Web site: www.orrrocks.com

Principals: David and Marcia Gordon

Number of stores: 2

Number of employees: 18

Product carried: Extensive collection of important diamonds, 12 watch brands, designer jewelry, branded engagement rings and Mikimoto pearls.

Customer profile: Men and women, 25 to 45 years old, on average.

Store history/philosophy: Customer service and satisfaction is king in the 10,000-square-foot store. A large inventory of owned merchandise and jewelry manufactured in-store for best quality/value ratio.

Preferred media: Direct mail, billboards, radio, national magazines and *The Wall Street Journal*.

Radcliffe Jewelers

(Established: 1981)

1848 Reisterstown Road

Baltimore, MD 21208

Phone: (410) 484-2900

Fax: (410) 484-6663

Web site:

www.radcliffejewelers.com

Principals: John Shmerler, president; Paul Winicki, president.

Number of stores: 2

Number of employees: 100

Product carried: Designer jewelry, watches and giftware. Designer jewelry includes Bulgari, Chad Allison, Charles Krypella, Charriol, Chimento, David Yurman, Di Modolo, Doris Panos, Elizabeth Locke, Gregg Ruth, Hello Kitty, John Hardy, Judith Ripka, Kwiat, Ilias Lalaounis, Mikimoto, Norman Covan, Penny Preville, Roberto Coin, Seaman Schepps, SoHo. Watches include Armand Nicolet, Baume & Mercier, Bedat, Bell & Ross, Blancpain, Breguet, Breitling, Concord, Ebel, Glashütte, Gucci, Hamilton, Harry Winston, Hublot, IWC, Jaeger-LeCoultre, Jaquet Droz, Manometro, Michele, Montblanc, Movado, Oris, Raymond Weil, TAG Heuer, Ulysse Nardin and much more.

Customer profile: Affluent men and women, ages 32 to 55 years old, from the Baltimore marketplace who are both traditional and fashion forward.

Store history/philosophy: We strive

to ensure that all customer needs are met first. The success of the store depends entirely on premier customer service and creating an environment that is friendly as well as luxurious. We strive to ensure that every customer walks out feeling as if we have exceeded their expectations.

Preferred media: On and off-site events, local charity tie-ins, local magazines, billboards, television and direct mail.

Reinhold Jewelers

(Established: 1968)

525 FD Roosevelt Ave.

San Juan, Puerto Rico 00918

Phone: (787) 625-3119

Fax: (787) 999-5029

Web site: www.reinholdjewelers.com

Principals: Marie Helene Morrow, president

Number of stores: 6

Number of employees: 85

Product carried: Jewelry includes Aaron Basha, Alex Sepkus, Beaudry, David Yurman, Diamond in the Rough, Ilias Lalaounis, John Hardy, Konstantino, Kwiat, Links of London, Me & Ro, Michael Bondanza, Mikimoto, Paul Morelli, Penny Preville, Robert Lee Morris, Roberto Coin, Stephen Dweck, Stephen Webster, Temple St. Clair, Tiffany, Tous, Wellendorf. Watches include Hermès, Monica Rich Kosann and Philip Stein.

Customer profile: Puerto Rican, fashion-conscious women and men, 20 years old and over.

Store history/philosophy: The focus is on design and quality.

Preferred media: Puerto Rican magazines and newspapers, in-store events, yearly holiday book and trunk shows.

Reis-Nichols Jewelers

(Established: 1919)

3535 E. 86th St.,

Indianapolis, IN 46240

Phone: (317) 255-4467

Fax: (317) 255-4469

Web site: www.reisnichols.com

Principals: William "B.J." Nichols Jr., president;

Cindy Nichols, vice president.

Number of stores: 2

Number of employees: 57

Product carried: More than 20 designer lines, including David Yurman, John Hardy, Mikimoto, Roberto Coin and Scott Kay. Plus, 14 watch lines, including Breitling, Cartier, IWC, Patek Philippe, Raymond Weil, Rolex and TAG Heuer.

Customer profile: Men and women, ages 18 to 65.

Store history/philosophy: Began in downtown Indianapolis as a manufacturing

company, Reis Jewelers. In 1957, William Nichols Sr. joined Reis Jewelers, and 15 years later, bought the company. In 1980, it was renamed Reis-Nichols and a showroom was added. Nichols built a reputation for serving his customers as if they were family. In 1998, with Nichols' five children now in the business, Reis-Nichols opened an 11,000-square-foot store on the north side of Indianapolis, nearly tripling its size. The store's philosophy is simple: to offer an unparalleled selection of jewelry and watches at the very best values, combined with outstanding customer service.

Preferred media: Radio, consumer magazines, billboards, direct mail and in-store events.

Samuel Gordon Jewelers

(Established: 1904)

5521 N. Pennsylvania Ave.,

Oklahoma City, OK 73112

Phone: (405) 842-3663

Fax: (405) 842-3090

Web site: www.samuelgordons.com or www.sgj.com

Principals: Gary Gordon, CEO; Daniel Gordon, president.

Number of stores: 1

Number of employees: 26

Product carried: Designer lines include Amadena, Damiani, Di Modolo, Gregg Ruth, Henry Daussi, Hidalgo, Jack Kelége, Jeff Cooper, Katharine James, Lagos, Leslie Greene, Mark Silverstein, Ritani, Scott Kay, Tacori and Verragio. Prestigious watch lines include Rolex and TAG Heuer.

Customer profile: Men and women, 18 to 65 years old.

Store history/philosophy: In 1990, Samuel Gordon Jewelers merged its three stores into one free-standing superstore, long before the concept became a trend. The store continues to be on the cutting edge, bringing in new designer names, improving its Web site and creating unique marketing programs to get the customer's attention.

Preferred media: Consumer magazines, radio, local media, in-store events and charitable tie-ins.

Shreve & Co.

(Established: 1852)

200 Post St.,

San Francisco, CA 94100

Phone: (415) 421-2600

Fax: (415) 296-8187

Web site: www.shreve.com

Principals: Richard Horne, manager

Number of stores: 2

Number of employees: 24

Product carried: Designer lines include Aaron Basha, Chimento, David Yurman, Hearts on Fire, Hidalgo, Mikimoto, Roberto Coin, Suna and Wellendorf. Watch lines



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include A. Lange and Söhne, Baume & Mercier, Cartier, IWC, Jaeger-LeCoultre, Omega, Panerai, Patek Philippe and Rolex.
Customer profile: Men and women, 30 to 65 years old.

Store history/philosophy: Throughout its 150-year history, Shreve & Co. has survived economic ups and downs as well as San Francisco's 1906 earthquake. It continues to offer customers quality jewelry from basic merchandise to designer names.

Preferred media: Radio, local magazines and newspapers, in-store events, direct mail and consumer advertising in *Departures*, *InStyle* and *Town & Country*.

Shreve, Crump & Low
(Established: 1796)
440 Berkeley St.,
Boston, MA 02116
Phone: (617) 267-9100
Fax: (617) 965-0676

Web site: www.shrevecrumpand-low.com

Principal: David Walker, CEO
Number of stores: 2

Number of employees: 55
Product carried: Konstantino, Lagos, Lazare Kaplan Diamonds, Leslie Greene, Norman Silverman, Oscar Heyman and Spark, among others. Watch lines include Baume & Mercier, Bedat, Ebel, Omega and Raymond Weil. Also available are fine china and crystal.

Customer profile: Men and women, 30 to 50 years old.

Store history/philosophy: For Boston families, Shreve, Crump & Low has been a destination since 1796 for fine jewelry, gems, watches, sterling silver and gifts. The store offers classic fine jewelry, estate jewelry and precious gems, as well as exclusive designer jewelry. Additionally, Shreve, Crump & Low is well known for its extensive gift registry services and exclusive tabletop collections.

Preferred media: Newspaper, consumer magazines, direct mail and in-store events.

Smyth Jewelers
(Established: 1914)
2020 York Road,
Timonium, MD 21093
Phone: (800) 638-3333
Fax: (410) 252-2355

Web site: www.albertsmyth.com and www.getengagedhere.com
Principals: Mark Motes, chief operating officer; John Jackson, general manager.

Number of stores: 1
Number of employees: 160
Product carried: An extensive line of

bridal jewelry, fine jewelry and designer jewelry, along with watch brands including Rolex, TAG Heuer and Tissot. The company also carries a variety of gifts.

Customer profile: A wide spectrum reflected in the diverse product carried in its 17,000 square feet of selling space.

Store history/philosophy: Strives to deliver the highest level of quality, value and personal service. The focus is on bridal, fine jewelry, designer jewelry and gifts.

Preferred media: Billboards, radio, Internet and catalog.

Tapper's Diamonds & Fine Jewelry
(Established: 1977)
Orchard Mall,

6337 Orchard Lake Road
West Bloomfield, MI 48322

Phone: (248) 932-7700

Fax: (248) 932-7717

Web site: www.tappers.com

Principals: Howard Tapper, owner; Steven Tapper, owner; Marla Tapper Young, owner; Laurie Harris, buyer; Steve Smith, fine watch buyer.

Number of stores: 2

Number of employees: 70-plus

Product carried: Designer lines include Charles Krypella, David Yurman, Hearts on Fire, John Hardy, Judith Ripka, Kwiat, Mikimoto, Roberto Coin and Scott Kay. Watch brands include Baume & Mercier, Cartier, Chopard, Jaeger-LeCoultre, Movado, Panerai, Raymond Weil, Rolex and TAG Heuer.

Customer profile: Men and women, 18 to 65 years old.

Store history/mission: We provide a luxury shopping experience with unparalleled customer service to all of our guests. As a multigeneration, family-owned business, we bring a long-term perspective to all our relationships, driven by honesty, accountability, community involvement and excellence. We are committed to delivering on this promise every day.

Preferred media: Billboards, direct mail, catalogs, local and regional print advertising, in-store and private-client events.

The Diamond Cellar*
(Established: 1946)
6280 Sawmill Road,
Dublin, OH 43017

Phone: (614) 336-4545

Fax: (614) 336-4555

Web site: www.diamondcellar.com

Principal: Andrew Johnson, CEO

Number of stores: 2

Number of employees: 100-plus

Product carried: Designer lines include Charles Krypella, David Yurman, Henry Dunay, Jose Hess, Mikimoto and Roberto

Coin. Watch lines include Breitling, Cartier, Ebel, Patek Philippe and Rolex.

Customer profile: Men and women, 30 to 65 years old.

Store history/philosophy: The Diamond Cellar has had a love affair with fashion for more than 50 years, demonstrated in its collection of fine jewelry, watches and giftware, as well as in the artistry and craftsmanship of the in-house staff of designers and master goldsmiths. It has stood by the same basic values with which it started its business: treating customers with respect and striving to set the highest standards in the industry. The company houses its merchandise in a free-standing, 23,000-square-foot, three-story building and a 9,000-square-foot store in the Easton, Ohio, shopping district.

Preferred media: Consumer magazines, direct mail, radio and in-store events.

*Number of stores and employees were not confirmed at press time.

Tiny Jewel Box (Established: 1930)
1147 Connecticut Ave. N.W.,
Washington, D.C. 20036

Phone: (202) 393-2747

Fax: (202) 638-4720

Web site: www.tinyjewelbox.com

Principals: Jim Rosenheim, CEO;

Matthew Rosenheim, president.

Number of stores: 1

Number of employees: 30

Product carried: Multiple floors of designer jewelry, giftware, crystal and leather goods—more than 25,000 items. Designer names include Alex Sepkus, Cathy Waterman, David Yurman, Gurhan, John Hardy, Michael B., Paul Morelli and Stephen Webster. A Swiss watch boutique features top names, including Rolex.

Customer profile: The affluent customer who is brand aware, 30 to 65 years old.

Store history/philosophy: Since 1930, three generations of the Rosenheim family have provided clients with an array of unique products gathered throughout Europe, Asia and America. In addition to jewelry, a unique assortment of fashion accessories is available, as well as a large selection of giftware.

Preferred media: Consumer magazines, radio, newspaper, in-store events, local media and charitable tie-ins.

Tivol (Established: 1910)
220 Nichols Road,
Kansas City, MO 64112

Phone: (816) 531-5800

Fax: (816) 531-2562

Web site: www.tivol.com

Principals: Cathy Tivol, CEO; Brian Butler, general manager; Harold Tivol,

chairman emeritus.

Number of stores: 3

Number of employees: 75

Product carried: Designer lines include Beaudry, David Yurman, Jack Kelége, Judith Ripka, Lagos, Michael Bondanza, Mikimoto, Penny Preville, Roberto Coin, Scott Kay and Stephen Webster. Watch lines include Baume & Mercier, Bedat & Co., Bulgari, Cartier, Panerai, Patek Philippe, Rolex and TAG Heuer.

Customer profile: Men and women, more established and affluent, 35 to 65 years old.

Store history/philosophy: Since 1910, Tivol has provided the finest in jewelry and timepieces to its customers, with a knowledgeable and courteous sales staff and an impeccable reputation for excellence in everything—from appraisals to repairs and replacement. The company is known for its humorous and effective ads, often featuring Harold Tivol.

Preferred media: Outdoor, consumer magazines, catalogs, in-store events and charitable tie-ins.

Traditional Jewelers

(Established: 1975)
203 Newport Center Drive,
Newport Beach, CA 92660

Phone: (949) 721-9010

Fax: (949) 721-9016

Web site:

www.traditionaljewelers.com

Principals: Lula Halfacre, owner; Erik Halfacre, vice president.

Number of stores: 2

Number of employees: 35

Product carried: Designer lines include Beaudry, Daniel K, David Yurman, Michael B., Mikimoto and Roberto Coin. Watch lines include A. Lange & Söhne, Audemars Piguet, Breitling, Cartier, Harry Winston, Panerai, Patek Philippe and Rolex.

Customer profile: Men and women, 25 to 65 years old.

Store history/philosophy: The flagship is at Fashion Island in Newport Beach, Calif., and a boutique store exists in the coastal Ritz-Carlton Hotel. The staff includes several graduate gemologists, a Jewelers of America-certified master jeweler and a certified master watchmaker. All sales associates are highly trained and committed to offering their clients unsurpassed service based on quality, dedication and integrity. The company's philosophy: to exceed expectations.

Preferred media: Consumer magazines, including high-fashion magazines and luxury lifestyle magazines, plus newspapers, business journals, television and participation in sponsorships, fundraisers, educa-



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tional functions and in-store events.

Windsor Jewelers
(Established: 1985)
2635 Washington Road,
Augusta, GA 30904
Phone: (706) 738-7777
Fax: (706) 738-6803
Web site: www.windsorjewelers.net
Principals: Donnie Thompson,
chairman;
Michael Zibman, general manager.
Number of stores: 1
Number of employees: 50
Product carried: Designer lines include
Barry Kronen, Charles Krypell, David Yurman,
De Hago, Fabergé, Gregg Ruth, Jewels by Star,
John Hardy, Judith Ripka, Lazare Kaplan,
Mikimoto, Penny Preville and Scott Kay
Platinum. Watch lines include Baume &
Mercier, Breitling, Cyma, David Yurman,
Movado, Raymond Weil, Rolex and TAG
Heuer.
Customer profile: Men and women, 22
to 50 years old. Caters to all price points,
from an \$18 sterling silver charm to a \$1 mil-
lion ring.
Store history/philosophy: Windsor's
business model is simple: It doesn't want to
sell a customer a piece of jewelry so much as
become his or her jeweler for life. Believes in
offering customers quality and carries that
message out to the public with an aggressive
marketing campaign. The staff includes six
master jewelers and one watchmaker.
Preferred media: Co-op advertising,
radio, television, billboards, newspaper and
upscale local magazines.

Wixon Jewelers
(Established: 1986)
9955 Lyndale Ave. S.,
Bloomington, MN 55420
Phone: (952) 881-8862
Fax: (952) 881-3362
Web site: www.wixonjewelers.com
Principals: Dan and Hope Wixon,
owners.

Number of stores: 1
Number of employees: 40
Product carried: Fine jewelry includes
Bergio, JB Star, Penny Preville and Roberto
Coin. Watches include A. Lange & Söhne,
Baume & Mercier, Cartier, IWC, Jaeger-
LeCoultre, Panerai, Patek Philippe and Rolex.
Customer profile: Men and women, 30
to 60 years old, small-business owners.
Store history/philosophy: A first-
generation jewelry store, Wixon's growth
has stemmed from repeat business and
referrals. The jeweler believes in taking
care of all of its clients' needs, giving them
no reason to seek out another jeweler. The
staff includes three watchmakers, six gold-
smiths and a gem lab with three certified
gemologist appraisers.

Preferred media: Radio, newspapers,
local magazines and national magazines, as
well as in-store events. Wixon has its own
advertising department on premises.

XIV Karats*
314 S. Beverly Drive,
Beverly Hills, CA 90210
Phone: (310) 551-1212
Fax: (310) 551-0519
Web site: www.xivkarats.com
Principal: Cheryl Alpert, owner

Number of stores: 1
Number of employees: 50
Product carried: Designer names
include Barry Kronen, Chimento, Christian
Bauer, Daniel K, Doris Panos, Fope, Gregg
Ruth, Jack Kelége, Kwiat, Primak, Roberto
Coin, Scott Kay and Yvel. Watch lines
include AquaSwiss, Bulova, Citizen and
Seiko.

Customer profile: Men and women, 18
to 65 years old.
Store history/philosophy: Enjoys a
celebrity client list and knows how to give
customers the star treatment; it strives to
make everyone who walks through its doors
feel special. Has an on-site repair depart-
ment and a custom jewelry department to
create unique pieces. Its mission is to offer
fabulous and fun jewelry with the added
cachet of Beverly Hills luxury, quality service
and selection.

Preferred media: Co-op advertising,
trunk shows and direct mail.
*Number of stores and employees were not
confirmed at press time.

Zadok Jewelers
(Established: 1976)
1749 Post Oak Blvd.,
Houston, TX 77056
Phone: (800) 333-3767 or
(713) 960-8950
Fax: (713) 960-1276
Web site: www.zadokjewelers.com
Principals: Dror Zadok, president;
Helene Zadok, vice president;
Jonathan Zadok, senior buyer; Segev
Zadok, senior buyer.
Number of stores: 1

Number of employees: 35
Product carried: Designer lines include
Baccarat, Bulgari, Chariol, Chopard, Gregg
Ruth, H. Stern, Lalique, Roberto Coin and
Scott Kay. Watch lines include Breitling,
Cartier, Hublot, IWC, Jaeger-LeCoultre,
Panerai, Piaget, TAG Heuer, Ulysse-Nardin
and Vacheron Constantin.
Customer profile: Men and women, 18
to 65 years old.

Store history/philosophy: The Zadok
name in the jewelry business can be traced
back for six generations to Yemen, where
the family was the royal court jewelers,
and then to Israel and the King David Hotel
in Jerusalem. In 1976, Zadok Jewelers was
founded by Helene and Dror Zadok in
Houston. Zadok consisted of approximat-
ely 1,200 square feet, two employees and a
small collection of jewelry. Today, it
encompasses approximately 10,000 square
feet, more than 35 employees and a wide
range of high-quality luxury jewelry, time-
pieces and crystal. Zadok's motto, "Our
reputation is our trademark," expresses
much of the company's philosophy, which
is that Zadok is in business not just to make
a sale, but rather, to make a customer-
friend, because "At Zadok Jewelers, you're
only a stranger once." Moreover, Zadok's
goal of providing superlative craftsman-
ship, creativity and quality means that we
are always striving for excellence; "There
are jewelry stores ... and then there's
Zadok."

Preferred media: Cable and network
TV, radio, local magazines and newspaper,
direct mail and in-store events.
—E-mail: cdayrit@nationaljeweler.com