

The Jewelry Experience is really about service.

For the most part, when you enter a jewelry store, you are expecting to see jewelry displayed elegantly into display cases with professional jewelry salespeople ready to be of assistance. You browse, touch, ask questions and hopefully, if interested enough, make a purchase on a wonderful creation that fits with your lifestyle and wardrobe. Sounds simple enough... however most of us also have jewelry that has been acquired many years ago and still has meaning to us. Is there such a place that caters to the jewelry that is still being used? There is, but you need to set out and find them.



According to industry statistics, with the economy still in a challenging state of affairs, many customers are making due or reworking the jewelry that they already own. Most of the jewelry that is purchased can be repaired, restored or redesigned into beautiful modern styles. One of the basic problems is finding someone to understand, educate and communicate on what is best for someone's cherished collection. The line of demarcation is what jewelers are committed to providing their customers. Is it selling beautiful

jewelry or servicing it? These are two distinct business disciplines. Just because stores provide additional or complementary services, doesn't mean that they are completely experienced in providing the best in professional services. Repairing and restoration work is an art, all by itself. The jewelry is usually priceless because of the sentiment.

What is an individual to do? The first is to find a jeweler that can empathize with a customer's sentimental collection. This is of utmost importance; it establishes the bond or relationship between jeweler and customer. Constant communication is required to understand what is to be done (if it can be done) and conveyed so that there are no disappointments after. The whole experience should be of confidence, professionalism, completeness that can have a lasting impression.

The majority of service jewelry work is in repairing and restoration of jewelry, however, an additional specialty is designing. Designing is broken up into two sub categories; custom design and redesign.



The custom designing presentation is more of a start from scratch, where the designer provides all materials such as the gemstone/s and metal material that will be used to create the jewelry design. The redesigning method is to work with what is provided. This method is mostly used today, since many individuals have their own cherished or acquired jewelry or gemstones. This type of designing is exciting because it is very personal and sentimental to the customer. The customer is excited because of the attachment he or she has with the items.



With the proliferation of jewelry websites, party plans, shopping channels and other avenues of directly selling jewelry to the public, small independent jewelry stores are reinventing themselves. They understand that today's business is undergoing dramatic change and if they want to compete, they need to understand the new market. Today's customer needs more than what all those other selling markets can provide... selling service.