

America's Jewelry Stores Honored for Their Cool Factor

INSTORE recognizes the top retailers in the U.S. and Canada



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Summary **Ten jewelry stores have been chosen "America's Coolest" by INSTORE, "The Magazine for the American Jewelry Store Owner," in its 13th annual contest. Retail experts judge stores on the basis of business practices, history, online presence, interior decor and curb appeal.**

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The America's Coolest Stores Contest highlights the best examples of independent jewelry retailers in North America. They are judged by a panel of retail experts on the basis of business practices, history, online presence, interior decor and curb appeal. This year saw a total of 126 entries.

"Every year we feel privileged to bring our readers the best of the best in our industry," said Ralf Kircher, INSTORE's executive editor. "Winning stores often have amazing product lineups and are impressive to look at. But a store wouldn't really fit our 'cool' criteria if it weren't for such aspects as innovative marketing, creative retail environment and a unique work culture."

The top five winners in two divisions split by the number of full-time employees are given trophies and featured in the August issue of INSTORE and at instoremag.com. Honorable Mention stores are featured as monthly Cool Stores in issues of INSTORE from September 2014 through June 2015.

This year's list of winning stores includes:

Big Cool

1. Grogan Jewelers, Florence, AL
2. G. Thrapp Jewelers, Indianapolis, IN
3. Mervis Diamond Importers, Washington, DC
4. Feldmar Watch Company, Los Angeles, CA
5. The Wedding Ring Shop, Honolulu, HI

Small Cool

1. Alchemy, Portland, OR
2. Kelly Mitchell, Dallas, TX
3. Bruno Fine Jewelers; Diamonds by the Waterfall, Mercer, PA
4. Gem Jewelry Boutique, Oak Park, IL
5. Artful Eye, Jewelry Design Center, Prescott, AZ

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2014 Honorable Mentions

Big Cool

- Black, Starr & Frost, Newport Beach, CA
- Mark Loren Designs, Naples, FL
- Mignon Faget, New Orleans, LA
- Russell Korman Fine Jewelry, Diamonds & Watches, Austin, TX
- Yelton Fine Jewelers, West Chester, OH

Small Cool

- Bartholomew Jewelers, Memphis, TN
- French's Jewellery, Wetaskwin, Alberta, Canada
- Love & Luxe, San Francisco, CA
- My House of Style, Birmingham, MI
- Port Royal Jewelers, Naples, FL

Previous No. 1 Winners in the America's Coolest Stores Contest:

- 2013 Silverado Jewelry Gallery, Bend OR (Big); T Lee Custom Designer Jewelry, Minneapolis, MN (Small)
- 2012 Green Lake Jewelry Works, Seattle, WA (Big); R. Grey Gallery, Boise, ID (Small)
- 2011 Tiny Jewel Box, Washington, DC (Big); Max's, St. Louis Park, MN (Small)
- 2010 O.C. Tanner, Salt Lake City, UT (Big); Don Muller Gallery, Northampton, MA (Small)
- 2009 London Jewelers, Manhasset, NY (Big); Zoltan David, Bee Cave, TX (Small)
- 2008 Lee Read Jewelers, Meridian, ID (Big); Zachary's Jewelers, Annapolis, MD (Small)
- 2007 Traditional Jewelers, Newport Beach, CA
- 2006 Underwoods Jewelers, Fayetteville, AR
- 2005 Bigham Jewelers, Naples, FL
- 2004 Wattson & Wattson Jewelers, Marquette, MI
- 2003 Clodius & Co., Rockford, IL
- 2002 Decatur City Jewelers, Decatur, GA

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Relevant links



E-Edition of Cool Store Issue

Images



About SmartWork Media

SmartWork Media produces market-leading media products for retailers in the jewelry and eyecare industries. Over the last decade, SmartWork Media's business publications have earned more than 65 national and international awards, including a Jesse H. Neal Award. Products include INSTORE magazine (serving more than 22,000 North American jewelers), INDESIGN magazine for designer jewelry, INVISION magazine for eye care professionals and The SMART Jewelry Show Chicago. SmartWork Media is based in New York, NY.

