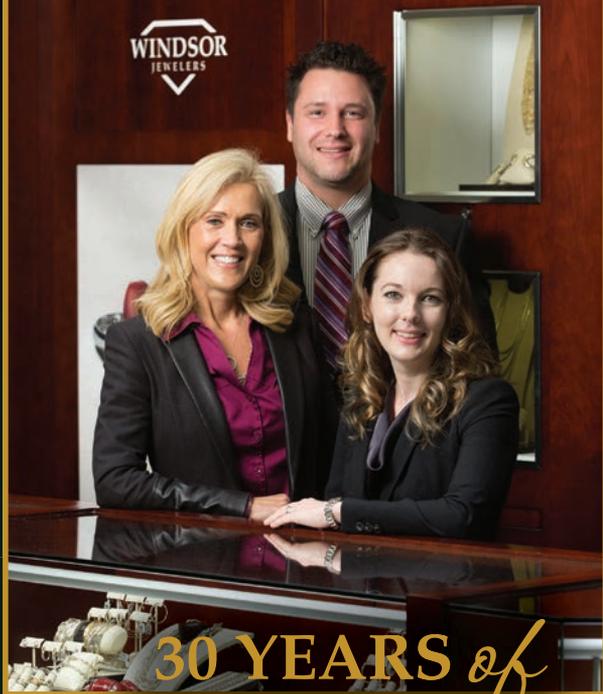


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30 YEARS of

# WINDSOR JEWELERS

BY DENISE HEIDEL

At Windsor Jewelers, the brightly lit, pristine glass cases reflect the sparkle found in various collections around the store. The precious stones and metals are enough to make any woman's heart beat a little faster, but this business, 30-years strong, is locally owned and operated, giving all the more reasons to shop there! After all, shop small, shop local!

"Small" seems such an inadequate word for a store like Windsor Jewelers, though. While the inventory itself is comprised of items that could hardly be called large, the value of the inventory is extraordinary. However, Windsor Jewelers founder and owner, Rob Simon, shared, "I take a great deal of pride in making sure our stores carry inventory for any budget. While we have many large-ticket items, there are over 1000 pieces in the Winston-Salem store priced well below \$1000."

For instance, the Dog Fever line is an exclusive one carried by Windsor Jewelers and includes the popular hug ring starting at \$220, which is a gift that is affordable and that will be enjoyed for years! "People love this ring," said Rob. "It's one of the most popular items of the season, plus our shoppers love knowing that a portion of the proceeds go back to the Forsyth Humane Society!"

Giving back is part of what makes Windsor Jewelers a great community asset. They have been celebrating their 30th anniversary with several special events that give back, including donating to an auction in support of March of Dimes, JDRF, and the Children's Museum.

They also like to bring exciting opportunities to the community! Windsor Jewelers has played host to several trunk shows and in October, customers of Windsor Jewelers were treated to Watchtober Fest.

On December 4th, they will celebrate their Open House with celebrity jewelry designer Charles Krypell, who will be in house from 1 – 6 PM. This is a great opportunity for couples to shop together and enjoy the recently remodeled space. There will be food and drinks available for couples to enjoy while they either choose something together, or show examples of items they like for later.

And if there is something very specific a couple has in mind, Windsor Jewelers offers custom work! "We love creating customized pieces," said Rob. "It's a great feeling to take a sketch and rendering of a concept and turn it into something spectacular! It's a very rewarding option, not only for the customers, but for our team." If you're interested in a customized piece, it may take two to five weeks, depending on the item, so if you're thinking about something special for Christmas, you won't want to wait long!

Those who visit Windsor Jewelers are in for a warm welcome, too. "We've spent a significant amount of time training our team to make sure our store is inviting," said Rob. "We don't want to be a cold, impersonal store like many assume jewelry stores to be. All of our customers are valued. It doesn't matter whether they spend \$100 or \$10,000, we are grateful for their business."

Callie, a recent customer at Windsor, attests to that personal value. "I came in to get a watch battery replaced today and was expecting to be treated poorly," she said. "The security guard was so kind, opened the door for me, offered me a beverage, and the man who helped me was so kind and helped me try on my dream necklace."

Ben recently bought an engagement ring from Windsor Jewelers and was thrilled with the experience. "I highly recommend Windsor Jewelers for their dedication to customer service and the quality jewelry they provide. They never tried to show me any piece that was out of my price range which really led me to believe they care about each person's wants while keeping the customer's budget in mind the entire time."

Mark your calendar for December 4th and see for yourself why Windsor Jewelers is the ultimate local shopping experience for those in Winston-Salem!

*Windsor Jewelers is located at 526 S. Stratford Road and they can be reached at (336) 721-1768. If you're in Charlotte, visit their second location at Phillips Place, 6809-D Phillips Place Court or call (704) 556-7747. Visit Windsor-Jewelers.com and be sure to like them on Facebook and follow them on Instagram.*

