

INSIDE AMERICA'S BEST RETAILERS

REVOLUTION USA profiles America's Best Retailers, examining what makes them successful and why you should shop there.

BY KEITH W. STRANDBERG

PROVIDENT JEWELRY (SEVEN LOCATIONS IN FLORIDA)

Providentjewelry.com

Provident Jewelry was established in 1993 in downtown West Palm Beach and the company has expanded to seven locations in Florida.

Provident Jewelry's team — Rob Samuels, Scott Diament, Jarred Kaplan, Aaron Steinberg, Nick Linca, Seth Berman and Geoffrey Fear — work together to present the world's finest timepieces and luxury jewelry.

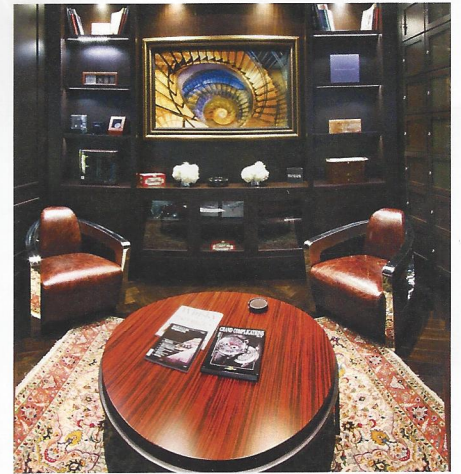
Revolution talked with Nick Linca, partner, at their Jupiter location.



This page, clockwise from left image: Nick Linca; The Dream Factory; Provident Jewelry in Wellington, FL..

Opposite page, clockwise from top left: Ray Grenon; Grenon's of Newport store.

cutting edge of the industry by finding the most unique, complicated and bespoke timepieces so we are extremely open to new brands, but we have to ensure the brands' integrity before presenting it to our friends and clients.



What makes your store special?

As a family owned establishment, Provident Jewelry has a dynamic team who all work together to create a unique experience for each client. Each store has the freedom to make individual choices, allowing each store to operate at the highest level while tailoring its style, look and feel according to the clients.

Given all the places people can shop for watches, why go to a store like yours?

Atmosphere: Three years ago, the Jupiter location expanded its store with an innovative concept called "The Dream Factory," which is a luxury watch and cigar lounge. The space includes a walk-in humidior, full bar, on-site watchmaker and some of the

world's most extraordinary timepieces. Our vision is to bring this shopping environment to all our locations.

Selection: Aside from the recognizable brands of haute horology, we also have a very exclusive assortment of independent brands.

Quality: The company places an emphasis on training and knowledge, making sure each employee is well versed in the technical language of the watch industry. We also pride ourselves in having several qualified technicians on-hand to put the final touches on your watch buying experience.

How open are you to considering carrying new watch brands?

We are constantly searching to bring our clients the latest and rarest timepieces. Provident Jewelry strives to be on the

Do you have your own E-shop and what does the future look like for watch retail?

We are thrilled to announce we have launched our E-Commerce site: www.providentjewelry.com which includes jewelry as well as new and pre-owned watches. A special feature is our "wish list" and "hint" option where clients can browse for their dream pieces of jewelry or watch, save it for later or send a hint to a loved one as a gift idea. Just like our stores, our website isn't all business, we like to have fun too!

Why do you love the watch industry?

The watch industry is ever-changing and we enjoy seeing it grow into a unique vast industry filled with many talented minds. ★

This page, clockwise from top right: Bespoke Grönefeld, caseback and dial; Jeremy and Melissa Oster.

Opposite page, clockwise from top left: Denis Boule; de Boule store in Houston.

OSTER JEWELERS (CHERRY CREEK NORTH, COLORADO)

Osterjewelers.com

The owners of Oster Jewelers, Jeremy and Melissa Oster, worked for watch companies and other jewelers before opening their own store in Cherry Creek North, Colorado, an upscale community near Denver. Their philosophy? Championing independent brands and the very best craftsmen and women in the world.



What makes your store special?

Oster Jewelers reflects the personality of myself and my wife, Melissa — casual luxury. We believe in true luxury without the pretentiousness and our store is more akin to a small luxury boutique hotel as opposed to a mega property; personal attention and a desire to make sure that every customer enjoys a fulfilling experience.

Given all the places people can shop for watches, why go to a store like yours?

Firstly, we are independent and owner operated. This allows us to take a more personal and patient, long-term approach with our clients. We regard ourselves as trusted advisors, always placing our customers' best interests first. We showcase the most imaginative and creative watches which offer genuine value, uniqueness and distinction. The level of passion, knowledge and expertise related to all aspects of horology sets Oster apart.

How open are you to considering carrying new watch brands?

I am always open to new ideas. Fortunately, we are approached frequently by emerging brands. I am a big believer in supporting the independents and rewarding those willing to take the more interesting path. That said, with nearly 30-years of experience, I do not act impulsively. I like to do my homework and talk to a tight circle of industry experts whom I consider my personal advisors. I want to know all the details that might affect the success or failure of a new watch brand. We also like to listen to our clients and friends. Before the shows we ask around to see what people are liking. That also gives us a pulse on which brands are creating a buzz.



Why should *Revolution* readers shop with you?

It's quite simple. Shopping with Oster Jewelers is like having a close friend who shares your passion and can advise you with truth, honesty and knowledge. In addition, we have incredible access to the rarest watches in the world such as Grönefeld and Kari Voutilainen, as well

as the coolest emerging brands, some of whom may not be familiar to many — such as Armin Strom or Squale.

What is the biggest challenge facing the watch industry right now?

There is a clear conflict between the manufacturers and the path to the consumer. There is such a disconnect between many industry executives and the long-term health of the industry. This is especially true of the groups who answer to shareholders ahead of their customers. Investors want short term results. Consumers want long-term consistency and value-retention. The manufacturers who are looking to cut out the retailers could be making a huge mistake as they alienate the very people who created their success. Loyalty is rare these days. It's also a dangerous game to place loyalty in the hands of social media and celebrity "influencers" rather than those that actually have a real long-term investment in the success of a brand. It makes me angry when I think of the many retailers that have stood by brands and helped them through the bad times and are now being left out of the party that we, the retailers, created. It's ethically questionable and could be financially risky, long-term, for the brands. As a retailer, I learned a long time ago that there is ALWAYS another brand. No one brand can make or break a strong retailer's bond with a loyal clientele. And the watch collector ALWAYS yearns for the "next" watch. Certain brands may learn this lesson the hard way.

About what are you most excited?

Recent changes in technology and manufacturing have created much shorter times between concept and production and made it possible to create unique watches in ways that were not possible 10-15 years ago. I am so excited about the creativity today and the ability to work with talented craftsmen to create unique pieces that really capture the passion of fine watchmaking. Additionally, I am thrilled with the podcast that I started, *Keeping Time*. This has been a great forum to truly enjoy in-depth, honest conversations with those who are at the heart of the industry. This is something that I truly enjoy as I can learn something from every guest and every episode. And of course, I am excited about my next watch! Whatever that may be. ★