



Premier **RETAIL**



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LONDON JEWELERS

The 3rd Floor at **FORTNUM & MASON**





London JEWELERS

For its newest jewellery boutique in *Short Hills, New Jersey*, **London Jewelers**, a prestigious family-owned company founded in 1926, sought a space that would provide a transformative experience for every visitor.



Continuing its partnership with NELSON Worldwide, the brand engaged the firm to design an elevated shopping experience for their highly discerning clientele. Located within New Jersey's preeminent upscale shopping destination, London Jewelers Short Hills promises to captivate customers with its curated selection of luxury jewelry, watches, and unparalleled services as the ultimate shopping destination.

With a rich heritage spanning almost a century, London Jewelers has established

itself as a paragon of quality, craftsmanship, and impeccable service. The new location presents a diverse range of jewelry and watches, featuring their own collections alongside renowned high-end brands. From iconic timepieces to meticulously crafted jewelry pieces, customers can indulge in the finest selections that reflect sophistication and elegance. Beyond the stunning product range, London Jewelers distinguishes itself with an array of special services and amenities. The boutique offers bridal and gift registries, corporate

gifting options, gift wrapping services, and expert jewelry and watch repairs. Additionally, customers can take advantage of appraisals for their jewelry and watches, as well as reset or custom design services to bring their unique visions to life.

The boutique's façade boasts a custom glass storefront valance, reminiscent of cascading water, created by layering textural cast glass with hand-painted glass. Inside, a sophisticated palette, infused with warm tones and punctuated by splashes of color, creates a timeless ambiance. »



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The palette includes upscale finishes, such as hand-made Venetian plaster wall coverings, silver leaf accent walls, and stone floors imported from Europe.

The interior design of London Jewelers Short Hills artfully combines textures to evoke a sense of discovery and sophistication. Custom organic chandeliers, reminiscent of clouds, add a touch of ethereal beauty. The space is unified through common finishes like brass metal and stone, connecting various areas and vendors, providing a cohesive and visually harmonious environment.

Excellent customer service is prioritized within the store and guests are encouraged to meander through the space at their own pace, allowing for seamless exploration of the jewelry offerings. Informal interactions are encouraged, whether it is relaxing in the central lounge, or enjoying a beverage at the fully stocked bar. »



New Boutique

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The store experience creates a sense of comfort and intimacy, fostering more relaxed and engaging interactions between customers and staff.

Additionally, London Jewelers Short Hills proudly houses a new Patek Philippe boutique, made possible through a collaboration with the esteemed Patek Philippe design team. This partnership brings forth a special opportunity for customers to explore and acquire timepieces from one of the world's most prestigious watchmakers.

From the mesmerizing façade to the thoughtfully designed interior, every aspect of London Jewelers Short Hills showcases a commitment to excellence and creates an environment of comfort and intimacy. The new location is poised to become a destination that indulges and delights every visitor with its unrivaled offerings and exceptional service. ■

