

facets

SUMMER 2019
#55

The Company of Master Jewellers Magazine



*Time
will tell*

- + BASELWORLD
- + ELLIOT BROWN
- + WATCHO
- + NEW FOR SS19

STORES WITH
STAR POWER

THE **FUTURE**
IS AI

RESURRECTING
WINE

MAXIMISE YOUR
MARKETING



WELCOME

...to a new issue of Facets magazine, one that I hope you will find inspiring and informative as we step into summer. We are incredibly proud of the changes that have taken place behind-the-scenes at the Company of Master Jewellers in recent months, and there is now even more reason to

spend through the group and benefit from working together as a team.

Speaking of team members, on behalf of myself and the entire CMJ Board, I would like to wish Lucy Reece-Raybould our very best as she moves on to a new role in the footwear sector. We are grateful for all her hard work and commitment over the past nine years. We would also like to say thank you to Terry Boot, who leaves us after 20-months to return to a career in financial operations. Terry has been instrumental in restructuring and reorganising the CMJ and leaves the business in a strong financial position with a solid foundation to move into the future. For this we are very grateful indeed.

Looking ahead, the CMJ Board and I will continue to work towards our goal of a strong CMJ that is fit for the future and resilient to change.

By co-operating together and focusing our collective attention on purchasing through the group, we can be more prepared to tackle the challenges that come our way.

I hope you enjoy reading this issue of Facets magazine. I recommend turning to page 22 to read a round-up of this year's Baselworld – another example of change in action.

Michael

Michael Aldridge, CMJ Chairman



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On the Cover Michel Herbelin Ladies' Antares watch in shades of fuchsia, tropical and powder pink. Interchangeable strap watch, sold in a box with an additional strap. Prices from RRP £495.

Design by Waldock+Buckle - 07825 077775



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@company.masterjewellers

JUDITH HART OF JUDITH HART JEWELLERS DRAWS ON HER ROCK 'N' ROLL SIDE WITH ROB SHERWIN OF NICHE JEWELLERY.



Lights, Camera, Action!

The latest CMJ advertising campaign, created in partnership with Cognition, sees CMJ Members embrace fancy dress. Don't believe us? Take a look at the behind-the-scenes images here...

Designed to capture the imagination of potential new members, the latest CMJ advertising campaign is all about showing the community and comradery at the heart of the group. Expect to see the final images appearing in the trade press from May 2019. If you have friends in the industry who you think would benefit from being a member of the CMJ, please let Amber Saunders, CMJ membership development executive, know via amber.saunders@masterjewellers.co.uk.

What a team! Starting from the back row, from left to right, we have Louise Knights of Bradley Hatch, Debbie Sinclair of Sinclairs, Gordon Forbes of Forbes Jewellers, Cynthia Cartwright of Wongs Jewellers, Natasha Manley of Drakes. Kicking back on the sofa is Bradley Hatch of Bradley Hatch Jewellers, Jo Hughes of Strange the Jewellers, Andrew Hirshman of Drakes and Natasha Manning of Drakes. Finally, at the front, there's Jennifer Manning of Drakes and Phil Ainsworth of Ainsworth Jewellers.

Big Wins

Did you enter one of the many competitions hosted by CMJ Approved Suppliers at the Spring Trade Event? We are pleased to announce some of the big winners...

The Bensons of Ludlow team will get to enjoy a night of at-home fine dining thanks to Amore and its tempting competition prize, which will present six diners with a feast to remember. Les Harris Jewellers got their hands on a Garmin Vivomove HR watch thanks to the brand, while Dipples won a night at the cinema for its whole team by entering the prize draw offered by Royal Selangor. A lucky pair from David Christopher will be hopping to Madrid for a weekend away, while Jason Allum of Allum & Sidaway snagged the coveted trip for two to Las Vegas courtesy of Wolf. We're not jealous... not at all.



A Big Warm Welcome to DAVID CULLEN JEWELLERS

Having joined the CMJ at the end of 2018, Facets finds out more about David Cullen Jewellers and its four stores in Dublin.

David Cullen Jewellers was established by managing director, David Cullen, in 2002. Aged just 24, he opened his first branch in the Nutgrove shopping centre in Rathfarnham, Dublin, followed by a second branch two years later in the Clarehall shopping centre on Malahide

Road. In 2014, the team opened a store in the Charlestown shopping centres, followed by a fourth store in the Swan shopping centre, in Rathmines, in 2015. The business offers a wide range of diamond engagement rings, plain and diamond-set wedding rings,

branded jewellery, plus unbranded silver and gold, giftware and watches. David Cullen Jewellers makes it its mission to cater for everyone, from babies and grandmothers to hard-to-buy-for men.

Managing director, David Cullen, says: "We were invited to join the CMJ last year and we are thrilled. We are delighted to be linked to such a prestigious buying group. We value the networking opportunities and we are kept up to date with trade information. The discount doesn't hurt either!"

davidcullenjewellers.com

Introducing NEW CMJ MEMBERS

Hot off the press... Facets is pleased to announce two new CMJ Members. Welcome to the group!

Bert and Vanessa Aked, TOWNHALL TREASURES

Based in Penrith, Cumbria, Townhall Treasures was established in 1989 and today specialises in contemporary silver jewellery, as well as traditional gold and diamond pieces. The business stocks well-known fashion jewellery and watch brands, as well as some pre-loved and antique jewellery items. Find out more at townhalltreasures.co.uk.

Paul Shepherd, CITY JEWELLERS OF LICHFIELD

Based on Market Street in Lichfield, Staffordshire, City Jewellers of Lichfield is a third-generation family business with a wealth of knowledge and experience. It offers big brands, pre-owned watches and a host of services, including valuations, repairs and pearl stringing. Find out more at cityjewellers.co.uk.



Saying Goodbye

Facets magazine would like to wish Lucy Reece-Raybould good luck as she prepares to leave the CMJ for an opportunity in the footwear sector.

Lucy Reece-Raybould, executive director of business development and marketing, will leave the CMJ and the jewellery retail sector on May 17 after a fantastic 9 years.

Lucy has been offered an exciting new role as chief executive of the British Footwear Association. We wish you lots of luck and enjoyment in this new phase of your career Lucy!

Cover Star

Harriet Kelsall picked up an award at the Business Book Awards in March for her successful debut, *The Creative's Guide to Starting a Business: How to Turn Your Talent into a Career*.

NAJ chairman, Harriet Kelsall, won the 'Start-Up Inspiration Book Award' at the Business Book Awards 2019, hosted at London's Grange City Hotel. *The Creative Guide to Starting a Business* offers easy to follow business advice as well as practical tips on choosing the

right time to start a business, writing a business plan, identifying and reaching customers, researching the competition and pricing. Congratulations Harriet! Find out more at hkjewellery.co.uk.





A Big Warm Welcome TO TJW DIAMONDS LTD

CMJ is pleased to introduce Hatton Garden-based supplier, TJW Diamonds Ltd (second-hand jewellery) and BKT(Rings)Ltd to the group. Here, Facets speaks to director, Stephen Wright, to find out more...

"TJW Diamonds Ltd was started by my father John Wright in 1965. He worked with my uncle Billie Wright. My grandfather ran the firm before that with close links to Thos. Russell & Son Watches & The Illinois Watch Case Co. in the United States. I've worked with my brother David and cousin Robert since the 1970s and my youngest son Will has worked here since 2012.

BKT Rings Ltd started up in the 1920's with our family taking it over in 1950. We joined the CMJ to increase our exposure to the retail world. We had also heard that there was demand for a second-hand supplier to the group.

Our business specialises in second-hand and antique jewellery. This is complemented by a wide range of new jewellery,



particularly earrings, rings, pendants, lockets, cufflinks, bracelets and necklaces. TJW Diamonds Ltd is the name of the second-hand company and BKT Rings Ltd is the name of the new jewellery company. Second-hand rings are our best-selling stock items at the moment.

This has been the case for a few years now. The second-hand

market is very bouyant. Since the crash of 2008, we have seen growth every single year.

It creates enormous interest with its combination of value and style.

The team will exhibit at the CMJ Autumn Trade Event and at International Jewellery London. To find out more email

bkt.tjw@btconnect.com or visit bktrings.co.uk.

WHAT'S NEW AT...

Duncan Walton

How long have you been a CMJ Approved Supplier?
Since 2015

What do you specialise in?
Men's fashion accessories

What is new for spring and summer 2019?

We have concentrated on creating a sleek minimalistic collection that will add a nod of cool contemporary styling. We expect particularly good things for the Raye cufflinks and Charles tie clip with white bronze, rose gold or yellow gold-plated finishes, hand-set with diamonds.

They are perfect for weddings, proms, Father's Day or anniversary gifts. There's also the Ettore collection, which offers a creative selection of cufflinks in a palette of on-trend seasonal colours with semi-precious gemstones.

What else should CMJ Members know?

Our items are in stock and there are no minimum orders. Please email sales@duncanwalton.co.uk to find out more.



Do you want to make sure this column is dedicated to your brand in the next issue? Email facetsthewilliamagency.com to let us know.

A New Phase

The CMJ is pleased to announce that Helen Dimmick joined the group in a consultancy role on April 23. Now, Helen will ensure a smooth handover following the departure of Terry Boot and will support CMJ Members and Approved Suppliers during this exciting time of transition and development.

Having worked extensively both in the retail sector and previously at the CMJ, Helen – who many of you will know well already – is the ideal person to provide consultancy to the business in the months to come. She brings more than 20 years' experience in the jewellery sector and is a leading voice in business transformation and innovation. Her business, Helen Dimmick – Experience is a Beautiful Thing, offers expert advice and consultation services to business owners, designers, manufacturers and suppliers and is an approved supplier of the CMJ. Find out more at helendimmick.com



Trend Watch

A quick round-up of what's sold well this season and what we expect to perform in the coming months...

Domino Jewellery saw an increased demand for its signet ring range, which was initially released as part of its wedding ring offer in January 2019. Sales director, Andrew Sollitt, said: "Signet rings have always been a popular and classic piece of jewellery, but we have seen an increase in consumer interest as the trend has grown over recent years. It is particularly encouraging to see retailers and consumers embrace both a variety of styles as well as appetite from both male and female consumers. We have seen an uplift of more than 40% in the first two months since launching our new and improved range. Another area that has been very

positively received by our retailers is our engraving service, with a choice of laser, hand and seal engraving available to further personalise pieces." Stacey Hailes, editor of trade magazine, Professional Jeweller, has shared her round-up of the biggest jewellery trends at Baselworld. In her online report, Stacey references the biggest watch trend of the season – green – mirrored in jewellery, with gemstones like malachite proving popular. She points to CMJ approved supplier, **Roberto Coin** and its new range of malachite and black jade designs, as well as the introduction of malachite into the Chopard Happy Hearts line.



MALACHITE AND BLACK JADE DESIGNS FROM THE CONTEMPORARY ROBERTO COIN SAUVAGE PRIVÉ COLLECTION.

BASS PREMIER FLEXI-LINK



GOLD MAJOR DESIGNER RANGE

UNLOCK LOVE BYBIEHL

You've Got Mail

Shining a spotlight on some of the great things that hit the Facets magazine inbox in recent weeks. Want to share your news? Email facets@thewilliamagency.com.

CMJ Approved Supplier **Diamnet** reported a hugely successful appearance at the CMJ Spring Trade Event, where it debuted its revolutionary white label website package to retail members. Retailers were reportedly impressed with the demonstration offered, including Judith Hart, director of Judith Hart Jewellers in Derby, who commented: "We have been waiting a long time for a solution to selling more diamonds online. Diamnet's new platform has not only answered all our questions but has exceeded our expectations." Contact Howard Levine on sales@diamnet.co.uk to find out more. International Diamond Jewellery Co. (part of the **Bass Premier Group**) showcased its new collections, including The Diamond Perfection and The Flexi-Link. The former contains eternity bands, engagement

rings, earrings and pendants, while the latter presents a selection of diamond tennis bracelets, earrings and neckwear (starting from 1.00ct and available in four different metals in six different settings). Find out more at basspremier.com. Conscious of rising online sales, **Finer Packaging** is busy promoting its Slimline Collection of boxes that are just 17mm deep and perfect for posting. The range is offered in a hinged black, soft-touch box with a white satin top liner and matching velvet base pads. Email sales@finerpackaging.com for further details. Danish jewellery brand **byBiehl** launched its latest Unlock collection, with pieces named for personal moments like 'Unlock Love', 'Unlock Happiness' and 'Unlock Strength'. The collection includes five different key designs, which can be viewed on the brand's Instagram profile @bybiehl.

Goldmajor has reported positive feedback for its new

Polish Designer range, which was first launched in the autumn of 2018. Director, Colin Louison, says: "This stylish and quirky contemporary range is supplied by a varied selection of specialist Polish artisans using silver combined with other metals. It has allowed us to offer a completely new and exciting product to our current customers as well as introducing new retailers to the brand." goldmajor.co.uk.

Henryka has introduced its new Fruits Collection for SS19, incorporating around 15 pieces with prices starting from RRP £25. The new range includes lovely Watermelon Slice stud earrings and a matching pendant at RRP £25 each, plus a pair of Lemon Slice drop earrings set with yellow amber for RRP £55. See the whole collection on henryka.co.uk.



HENRYKA FRUITS COLLECTION

CMJ

on the Road

CMJ GROWTH AND LEARNING NETWORK EVENTS are coming to a city near you, offering practical information, inspirational ideas and a chance to catch-up with CMJ Members and Approved Suppliers! Here's what you missed from Glasgow in March and Oakham in April...

CMJ Regional Meetings have been given a makeover in 2019 and are now known as the CMJ Growth and Learning Network Events. These fantastic meet-ups are designed to forge connections between CMJ Members and CMJ Approved Suppliers, as well as provide opportunities for sharing ideas, practical top tips and a little bit of fun along the way.

The 11 meetings, held between March and October 2019, are also designed to give CMJ Members and CMJ Approved Suppliers valuable insights into different industries. This was inspired, in part, by the success of CMJ's tour of Winchester in 2018, which saw Members visit local independent retailers, including bookstore P&G Wells, clothing store Pavilion, and artisan chocolatiers, Chococo.

In March, CMJ Members were invited to a tour of Clydeside Distillery in Glasgow as part of the first Growth and Learning Network Event of the year. Members delved into the Dockside story and history of the local whisky industry, as well as sampling carefully selected spirits paired with artisan chocolate. Also included in the day

was a presentation and Q&A session by the visitor centre manager on being a part of the Scotch Whisky Association and how this benefits their business, as well as some of the hurdles they've had to overcome to create a successful and unique tourist destination.

The venue is Glasgow's first dedicated single malt distillery in over 100 years and, with the spirit needing to mature for at least three years, the team had to come up with some inventive ways to keep the business going whilst that process was taking place. To supplement this period, they worked with the local community and partnered with tour groups to gain extra footfall to the café and gift shop, developing and investing in the customer experience along the way.

Cynthia Cartwright and Peter Wong of Liverpool-based Wongs Jewellers noted that "it really gets you to rethink [your] business and

"it really gets you to rethink [your] business and focus on improvements"

PETER WONG, WONG'S JEWELLERS

focus on improvements," adding that they, "would highly recommend making the time to attend". Likewise, Bruce Wells, of Wells & Co in East Kilbride, said the event was an "informative day and a very enjoyable meeting discussing current events," while Diane Haycock of E.S Rigby & Sons in Chester, said the meeting was a "thoroughly enjoyable and a unique experience".

In April, CMJ Members arrived at the picturesque Barnsdale Hall Hotel, nestled next to Rutland Water in Oakham, for the second Growth and Learning Network Event of the year.

Industry specialist Jo Henderson of JHJ Consultancy shared her retail expertise with a talk on sales techniques and developing the customer journey in-store, before CMJ's Lucy Reece-Raybould and Phil Ainsworth updated the group on the latest jewellery and watch trends. In the afternoon session, an open networking discussion was held with members



“thoroughly enjoyable and a unique experience”

DIANE HAYCOCK, E.S. RIGBY & SONS



Amber Saunders, was also in attendance at the Oakham meeting. She says: “I thoroughly enjoyed attending the Growth and Learning Network meeting and it was great to see first-hand the benefit these meetings have for our members. It provided an excellent opportunity for Members to network on a smaller scale than our trade events and what was also encouraging was that each Member actually took something away from the amazing presentation by Jo Henderson that they want to implement in their businesses.”

Looking ahead to the rest of the year, CMJ has a variety of Member and Approved Supplier events and activities planned across the UK and Ireland. Whether you fancy joining-in for a Land Rover experience day or networking on a boat excursion, there really is something for everyone!

Upcoming Growth and Learning Network Events include a tour of Bombay Sapphire in Laverstock on Thursday, May 16; an innovative tour of independent retailers in Liverpool city centre on Wednesday, May 22; and boating trips with Approved Suppliers Elliot Brown Watches and Garmin on June 4 and 5.

For more information or to book your place at an event, please visit members.masterjewellers.co.uk/events or call the events team on 01788 540250.

deliberating challenges in the industry, particularly focusing on online websites and social media, as well as the wider economy.

Jeremy Fournel, of Fournel Jewellers, in Suffolk, said the day provided “insightful discussion [about] other businesses,” while Tony Doubleday, of Melton Mowbray-based PEARCES the Jewellers, noted that the meeting was “informative with open discussions by like minded retailers. Most certainly would recommend”.

The CMJ Growth and Learning Network Events are not just crafted for business owners. In fact, some Members who have attended this year have highlighted how beneficial the days would be for senior staff members and store

managers. Having attended the Oakham event, Claire Hunt of Stanley Hunt Jewellers in Nottinghamshire, said we would “encourage Members to bring their managers to give them a better understanding of what we get involved in within the business”.

CMJ’s membership development executive,

“informative with open discussions by like minded retailers. Most certainly would recommend”

TONY DOUBLEDAY, PEARCES THE JEWELLERS



IN THE NEWS...

A round-up of the jewellery, watch and retail news from around the UK

Retail industry body **The British Retail Consortium (BRC)** has called on the Government to reform the current business rates system which, it says, is putting a huge burden on retailers. Since April 1, the business rates multiplier has increased to 50.4p in the pound, a rise of almost 45% since business rates were introduced in 1990. The BRC has submitted a framework to the Treasury Select Committee, calling for changes to be made, culminating in an Independent Review of Business Taxation that must look at how various business taxes should be levied to ensure the tax framework is fit for purpose.

Real estate company **Landsec** has said it will take steps to make its shopping destinations autism-friendly, with the aim of delivering a more inclusive retail experience. It will deliver these new services, which include sensory toy bags for children with autism and downloadable and printed guides to centres, to allow guests to familiarise themselves with the layout, in advance of their visit, across its

shopping and outlet centres in the UK throughout 2019. Front of house staff at all destinations will also receive training in how to support guests with hidden disabilities. The services will be rolled out across Clarks Village; Freeport Braintree; The Galleria, Hatfield; St David's, Cardiff; Southside, Wandsworth; The O2 Centre, Finchley Road; Lewisham Shopping Centre; West 12 Shopping Centre; Junction 32, Castleford; Bluewater; Trinity Leeds; Westgate, Oxford; Gunwharf Quays; Buchanan Galleries and White Rose, Leeds.

Luxury jewellery and watch retailer **Hamilton & Inches** has appointed Victoria Houghton to the role of chief executive, replacing Stephen Paterson who has stepped down after 40 years of service. Her appointment is part of a wider strategy by Hamilton & Inches to double turnover to £20m over the next five years. Peter Lederer, chairman of Hamilton & Inches said: "Houghton is the perfect candidate to step into the new role of CEO for Hamilton & Inches. Houghton's involvement

over the past year has been exceptional and her understanding of global industry trends in retail and unique ability to get to the crux of the issues is impressive. She brings passion, dedication and a fresh approach to deliver the five-year growth strategy for Hamilton & Inches."

Advisers to retail magnate **Sir Philip Green** are reportedly considering offering landlords Arcadia Group shares of up to 20% to win over their support for a restructuring of Green's struggling retail empire. According to reports in The Sunday Times, Green could be about to offer landlords between 10% and 20% in shares to encourage them to vote for the deal. This follows the news last month that Green wants to close some of Arcadia Group's 570 shops via a possible company voluntary arrangement (CVA) and cut rents by an average of 30% on the rest.



VICTORIA HOUGHTON

Arcadia Group is the parent company of the Topshop, Topman, Dorothy Perkins, Burton and Wallis fascias. Arcadia could also offer landlords a lump sum "totalling tens of millions of pounds" to match the amount they would receive in an administration.

Facebook-owned messaging service **WhatsApp** is set to introduce an advertising service. The adverts will appear on WhatsApp's status feature which, like Instagram Stories, allows users to post images and videos that disappear after 24 hours. WhatsApp currently has 1.5bn users worldwide. Its Status function, launched in February 2017, has hit 450m daily active users showing the potential reach of advertising on the service.



Retail Vitality Rankings

According to strategic retail property consultancy Harper Dennis Hobbs (HDH) and its 2019 'Retail Vitality Rankings', Cambridge City Centre, Westfield London and Knightsbridge were named the best places to shop in the UK.

At the bottom of the list of 1,000 retail locations was Shields Road in Newcastle, preceded by Stretford in Greater Manchester and Kirkby in Merseyside. Visit <http://hdh.co.uk> to read the full list.

THE HIGHLIGHTS IN HEADLINES

The best of the rest from a season dominated by the uncertainty of Brexit

- Primark will introduce a Disney Café at its new Birmingham branch – the first outside the entertainment giant's own resorts and cruise ships
- London topped the global ranking for luxury store openings despite tough conditions on UK's high streets
- Bookstore chain, Waterstones, claimed it cannot afford to pay its staff a living wage as 1,300 authors backed a staff appeal
- The rise of online platforms for buying and selling goods has fuelled a rapid increase in fake merchandise, the value of which has reached £384.4bn a year, according to the Organisation for Economic Co-operation and Development (OECD)
- Birmingham School of Jewellery announced plans to expand following the acquisition of a new site in the city's St Paul's Square



On to a winner

At this year's UK Jewellery Awards, the Company of Master Jewellers is sponsoring the Store Design of the Year category, which includes eight shortlisted businesses. Here, we take a look at the creatively-designed stores that are vying for the top spot...

Harriet Kelsall Bespoke Jewellery, Primrose Hill, London

Offering customers a blend of high street retail and bespoke design studio, the third Harriet Kelsall Bespoke Jewellery concept store presents colourful drawer displays, bespoke commission stories, featured gemstone areas and ethical jewellery focuses that encourage browsing. Other highlights of the space include a feature concrete wall emblazoned with the company's tagline, 'Your Story, Our Design', plus window displays that reveal the inspiration, sketches and goldsmiths behind individual ring designs.



Sproules Jewellers, Londonderry

More than five years of planning has resulted in the fantastic new Sproules Jewellers boutique in Londonderry, which was ambitiously designed to become Ireland's leading 'destination jeweller'.

The shop is expansive, organised and efficient but with a warm atmosphere that welcomes customers into the space; whether they are headed to the first-floor diamond and bridal area or just looking to browse. The store was a labour of love for director, Nigel Sproule, as well as family, friends, local architects, builders and international shopfitters. Overall, the showroom has a contemporary, cutting-

edge aesthetic with a focus on high-quality and bespoke finishes.

A highlight is the full-height glass panels that have been installed on two sides of the building, creating a sense of openness, as well as sliding glass walls behind each of the window displays. A fantastic chandelier fills the now-open atrium and creates drama for customers looking for that special experience. Interestingly, despite its luxurious finish, the store has been designed in a changeable and modular way to allow for easy replacement of cabinets and fabrics as trends shift. We highly recommend a visit.

