



Lowell Hays Jewelers...

Elvis Presley's

Personal Jeweler is Rocking and Rolling Out of Business!

The decision to close a 68-year-old jewelry store that served, among many notables, Elvis Presley, was not an easy decision to make for owner, Lowell Hays, Jr. He was known for his creative talent and impeccable ability to produce magnificent and original designs for his many clients.

Because Hays had produced so many spectacular pieces for the rock & roll legend, he was placed on a very high pedestal by Elvis himself. In fact, Hays traveled with Elvis Presley on many tours throughout the '60s and '70s and is the designer and creator of the official TCB and TLC jewelry given by Elvis to all of his closest friends and band members.

Hays's travels and amazing array of Elvis-related experiences left him with many lasting memories of the rock & roll legend and the Memphis culture. In fact, fans are invited to read the many stories about Elvis on Hays's website, www.elvisjeweler.com.



*Jeweler to the ultimate
superstar created
the famous TCB and
TLC jewelry*

Visitors to the site will not only enjoy the content, but can also purchase replicas of the TCB and TLC jewelry. One of Hays's favorite stories, noted on the site, involved a situation at a show in 1975 in Asheville, North Carolina, in which Elvis upset his entire band and told his back-up singers they smelled like "catfish." After realizing the mistake, Elvis wanted to apologize with a grand gesture, so he bought everyone in the band a beautiful piece of jewelry that very night. Elvis's apology cost him \$137,616!

Hays remembers another experience with Elvis where his job changed from jeweler to bodyguard. While attending a show in Las Vegas, two men from the audience jumped onto the stage. Elvis's bodyguards immediately grabbed the men, however they failed to

see a third man coming from another direction. Hays realized that the third man was going after Elvis, so he jumped from his seat and threw the man off the stage. After the show, everyone, including Elvis, joked about how the jeweler had become the bodyguard.



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Elvis fans love to hear the story of how Hays created the first TCB ring for the King. The idea for the ring began on a plane ride from Las Vegas on April 1, 1975. Elvis asked Hays to create a big show ring that was very distinguishable and would make people instantly think of Elvis. Hays had to work fast because Elvis wanted it before his next tour started in two months.

The first design Hays created had a nugget finish with a large diamond and horseshoe around the outside edge. Elvis took it on tour, but decided it wasn't what he wanted. Elvis and Hays brainstormed together and came up with a rough sketch of what Elvis really wanted.

When Hays finished the ring and presented it to Elvis he was excited to see the expression on Elvis's face. Elvis said, "Boy, nobody has a ring like this, not even Liberace." To thank Hays for all of his hard work, Elvis gave Hays a beige and cream Lincoln Mark III.

Long before Hays became jeweler to the ultimate superstar, he was a well-known and respected Memphis retail jeweler, following in the footsteps of his father, Lowell Hays, Sr. The elder Hays had made a prominent name for himself by creating antique reproduction jewelry for the Masons organization. Originally started as a business in their home, Hays and his wife moved to a storefront in downtown Memphis in 1937.

When Lowell Hays took over for his parents in 1971, he brought the business to yet another level. He studied the art and craft of the jewelry business, becoming a longtime member of Jewelers of America and the American Gemological Society. When it became apparent, after so many successful years, that



it was time to close the business, Hays turned to his friends and suppliers in the industry for help. They unanimously recommended Wilkerson and Associates – the nation's leading and premier company conducting transition events for retail jewelers. In fact, like Hays himself, Wilkerson's reputation has become legendary within its sector of the business.

After interviewing several firms, Hays saw a clear choice for the grand task of ending such a renowned business enterprise. According to Hays, "I was very nervous and anxious about this transition but I liked Bobby Wilkerson from the first moment I met him. Most of all, I trusted him."

In reflection, Lowell Hays looks back on his experience with Wilkerson and Associates with gratitude and respect. "Our sale went beyond our dreams. I'll be able to close this chapter of my life without regret and go into the future with the resources and respect I've worked for all these years."



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Bobby Wilkerson, President of Wilkerson and Associates added, "We are delighted when we can bring hard working people to the next stage of their lives...when they can see the rewards of a lifetime of work and can transition to a leisure lifestyle. It is extremely rewarding to see a company of such distinction leave the business on a high note."

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