

Westchester's Premier Jeweler

# phillippvs

A Family Tradition since 1930



## New York Jeweler Says Good-Bye ...with a Bang!

After working in the same location for more than 35 years – 29 South Moger Avenue, Mount Kisko, New York – no one could blame Philip Silverstein for wanting to retire while he was still young enough to enjoy life. And, he was certainly ready for the change. He was looking forward to relaxing by a pool, traveling to different parts of the country and visiting family and friends.

But leaving behind a business he'd worked so hard at his entire life wasn't going to be easy. His passion and success was incredible and was evident by the number of friends, customers, suppliers, and peers he'd made over the years... and, of course, by his many achievements. Mr. Silverstein was active in many of the industries most prominent associations including the **Jewelers of America** where he served on the Board of Directors and **The New York State Jewelers Association** where he served as President for four years. This was the first time someone served a four year term.

According to Mr. Silverstein, his fascination with jewelry started as a young child. His father, Herman Silverstein worked as watchmaker on Wall Street until 1930 when Philip's mother, Lisa Fortunoff-Silverstein, convinced him to open his own store. They called it the Herman Company and positioned themselves as the *Jeweler for Wall Street*. Needless to say, the business was

a success and Philip grew up helping his father and learning the trade. By 1977, Philip was an expert and was confident he could be just as successful as his father, so he



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opened Phillippvs Jewelers in Mount Kisko, New York. Soon, he developed a reputation for excellence and the rest, as they say, is history.

So, naturally when Mr. Silverstein began to think about retirement, he was quite anxious. In addition to leaving behind an industry he'd known his whole life, there were also the issues of money, and of course, protecting the reputation for excellence he'd worked so hard to build. After reviewing all of his options, Mr. Silverstein decided to call Wilkerson and Associates – the leader in transitional events for retail jewelers. Wilkerson came in, evaluated his situation and started work on a comprehensive going-out-of-business sale.

It was a tremendous success. Customers rushed to the store in pursuit of the area's finest jewelry at unbelievable prices. And, in addition to protecting Phillippvs Jewelers' reputation for honesty and integrity, Wilkerson helped Mr. Silverstein nearly double his sales projection.

According to Bobby Wilkerson, president of Wilkerson and Associates, "We are so pleased to be able to help so many hard working jewelers transition to a leisure lifestyle. And, it's so rewarding to see a company of such high distinction leave the jewelry industry on such a high note."

In retrospect, Mr. Silverstein looks back to a rewarding career and experience with Wilkerson and Associates.

"The thought of going out of business was not pleasant. But with the help of Wilkerson and Associates, my experience was wonderful and I nearly doubled the projection they gave me."

"It's sad to leave the industry after all these years but I'm thankful to have had the opportunity to serve the wonderful people of Mount Kisko for so many years."

CONTACT WILKERSON AND ASSOCIATES

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