

Business partners and guitar aficionados Michael Nedler and Mark Allen transform the traditional jewelry buying experience at their new store, **Sonny's Rocks**

SPECIAL ADVERTISEMENT



Longtime Denver jeweler adds glitter to his business with a rock 'n' roll theme

Sonny Nedler established his Denver, Colorado jewelry store in the 1970s and was joined by his son, Michael, in 1980. While Michael had learned much about the business after receiving his Graduate Gemologist certificate and from previous work experience, it was his father, Sonny, who taught him the most valuable lessons: listening to the needs of customers, treating everyone with respect, the value of integrity and that nothing can substitute one's reputation.



After 17 successful years at their Fillmore location, Sonny's Diamonds & Jewelry announced the store's closure just prior to the 2008 holiday season. Wilkerson and Associates – the experts in transitional

events for retail jewelers – worked with them on a comprehensive program to help liquidate and close the store.

"Closing our family jewelry business after 17 years was a difficult decision driven by our lease renewal and the significantly higher costs to remain at that location," said owner Michael Nedler. But the outpouring of community appreciation for the store led Nedler to rethink retirement and gave him the incentive to reinvent the traditional jewelry store into a great place to hang out – that also happens to sell great jewelry.

Nedler and business partner, Mark Allen, realized that, as times were changing, they needed to revolutionize the way people shop for jewelry. They sought new opportunities, a new concept and a new location...and when it all came together, *Sonny's Rocks* was born. So, while it was "goodbye", Sonny's

Diamonds & Jewelry, it became "hello, with a guitar riff and a tattoo", to Sonny's Rocks. This unique concept store, on the southwest corner of Colorado Boulevard and Florida Avenue in Denver, features rock videos, computer game consoles and barbecues and margaritas on the deck. The walls are adorned with guitars previously owned by world renowned musicians representing classic to contemporary genres. The store's design reflects the jewelry lines carried – from traditional to current styles.



Wilkerson and Associates' experience allowed Nedler to achieve the highest financial potential in closing his original store which enabled him to keep his father's legacy alive while fulfilling his own dreams.

