



526 S. Stratford Road Winston-Salem
www.windsor-jewelers.com

Dreams do come true...



Wilkerson and Associates helps take jeweler to the next level

"Every morning when I walk into our store, it seems like a dream!" A dream come true for Rob Simon, founder and president of Windsor Jewelers. Located in the heart of Winston-Salem, North Carolina, Windsor Jewelers is a family-owned and operated company built on a long-standing tradition of quality merchandise and superior customer service. For nearly a quarter of a century, Windsor Jewelers has been committed to offering the finest jewelry and timepieces from the most highly regarded designers in the industry.

It was no surprise when Rob decided to expand and offer his customers the best collections in a truly exceptional new setting. "For many businesses, it is difficult to manage in an atmosphere where consistency and tradition are so valued, but where change and fashion dictate the course," Rob says.

Reflecting current trends while keeping that classic appeal is where he wanted to go – and he did – with the help of Wilkerson and Associates.

After exploring the goals that Rob had set for his company, Wilkerson and Associates came up with a comprehensive plan to achieve them. A moving sale would not only raise capital for the expansion, but would also raise awareness of the upcoming event.

As experts in transitional events for retail jewelers, Wilkerson and Associates

helped Windsor Jewelers take their business to the next level while keeping their commitment to customer service and satisfaction. The sale was a success and Rob Simon exceeded the projected goal set by Wilkerson and Associates. Taking part in making a dream a reality is what made this sale a success for everyone involved.



ROB SIMON, PRESIDENT – WINDSOR JEWELERS

CONTACT WILKERSON AND ASSOCIATES

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