



## **Butler + Burke and Windsor Jewelers**

It's always great to introduce a friend and then add with pride, "We grew up together." That's the way it is with Butler + Burke and Windsor Jewelers here in Winston-Salem.

"There haven't been many businesses with which we have had a professional relationship that have grown with us," said Rob Simon, President of Windsor Jewelers. "Butler + Burke has been the exception – the company has been there for us and continued to grow with us every step of the way."

Rob moved to Winston-Salem in 1981 but soon took to the road as a jewelry representative for a Chicago-based company. With partner and jeweler Jose Santoyo, Rob later formed Jewel Dimensions, a wholesale jewelry company. They traveled the country and held more than 1,000 special events at jewelry stores. In 1986, Rob decided to add balance to his jewelry business by establishing a retail store and opened the doors to Windsor Jewelers in downtown Winston-Salem.

The "Windsor Jewelers" name came about this way. "The Crown Jewels of the Duke and Duchess of Windsor were touring the United States in the mid-1980s," Rob said. "The tour was a big event back then, and the Windsor name sounded regal. So, we adopted it as our retail store name. It has served us well."

Windsor Jewelers spent five years in downtown Winston-Salem before expanding to the then-new 380 Knollwood building in 1991. "Butler + Burke and Windsor Jewelers were among the first tenants at 380 Knollwood," Rob added. "We have had a close professional relationship with Butler + Burke since day one of Windsor Jewelers."

Windsor Jewelers continued to grow throughout the 1990s and moved to its current location on Stratford Road in 1995. It continues to distinguish itself by its broad product line, personal service, superior quality and value.

Windsor Jewelers was the first store in the Carolinas to carry the acclaimed David Yurman line of jewelry and watches. With a strong regional client base, Windsor Jewelers also has the largest collection of Swiss watches in the Carolinas, including the Patek Philippe and Vacheron Constantin lines.

“We’re the only jewelry retailer on the East Coast that carries both Patek Philippe and Vacheron Constantin watches,” Rob said. “And one of only 17 stores nationwide to carry both brands.”

Although Windsor Jewelers offers brands that are among the most prestigious in the country, the store offers a range of affordable prices. “We sell an excellent Swiss watch for as little as \$190. We also offer a Vacheron Constantin watch for about \$400,000,” he added. “The same is true for diamond engagement rings, with prices ranging from \$900 to \$100,000.”

Others Windsor Jewelers “firsts” include:

- Pendants, bracelets and other pieces by North Carolina born Grainger McKoy, one of the country’s preeminent wildlife artists
- Krispy Kreme handbags and accessories that Windsor Jewelers commissioned Kathrine Baumann of Beverly Hills to create
- ACC school handbags, lipstick cases, compacts and business card holders – also by Kathrine Baumann.

One of the proudest accomplishments for Rob Simon came when Windsor Jewelers was selected to represent the Carolina Prince – a \$500,000 emerald mined in Hiddenite, North Carolina. Officials at the Smithsonian Institution said Windsor’s sale of the Carolina Prince was the largest single sale of a gemstone mined in North America in the history of North America.

Rob plans to continue to make history at Windsor Jewelers by providing unparalleled quality and service. Windsor Jewelers is located at 526 South Stratford Road in Winston-Salem or on the Web at [www.windsor-jewelers.com](http://www.windsor-jewelers.com)