



FORSYTHE JEWELERS | SINCE 1981

THE SHOPS AT SEA PINES CENTER

This “family” business has been selling jewelry on the island for the past 34 years, but its three-generation bloodline stretches back to 1927 in upstate New York.

The grandparents of Debbie Forsythe Berling, daughter of Barbara and Richard Rochow who opened Forsythe Jewelers at Pineland Station here 34 years ago, opened their jewelry store of the same name nearly nine decades ago up north.

Debbie worked with her parents at the Pineland location, moved with them to The Shops at Sea Pines Center as

one of the first tenants 25 years ago, and bought the store from her parents in 2000. She sold the business over the summer to Andrea Bragg, a 14-year employee.

“It’s still a family business, but it’s a different family,” Bragg said. “We call our clients the Forsythe family. Our clients are like our family, they’re not just customers. We know their names, their children’s names, what’s going on in their lives and what’s happening with us. It’s a relationship business.”

And a successful relationship business. Since its humble roots here as a

“mom and pop” operation that sold jewelry from a variety of vendors with just a few showcases, it has evolved into a high-end luxury enterprise, thanks to Debbie and Bragg’s teamwork.

“We’re a much larger store now that carries all the top jewelry designers,” Bragg said, name dropping David Yurman and Roberto Coin as examples. “We have customers that appreciate our sense of fashion and our sense of style. They’ll see here what they see in the fashion magazines. For a small island, we’re a big-city store with a small-town feel.”

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