



# *Relaxed Luxury*

Offered at Forsythe Jewelers

BY MARY HALL | PHOTOS BY KRISZTIAN LONYAI

For over 37 years, Forsythe Jewelers has been refining the term "relaxed luxury." It's a phrase that doesn't seem, at first, to make a lot of sense – but those who have experienced the world-class designer jewelry and service offered at Forsythe know that the term perfectly describes the store's core.

"Relaxed luxury at Forsythe means offering jewelry made of the highest quality and best craftsmanship, coupled with unmatched customer service in an environment void of pressure," said Forsythe owner Andrea Bragg. "We're relaxed, we're on an island, yet our selection of jewelry and our level of customer service rivals any big-city, extravagant shop."

The natural colors and light throughout the store, located in The Shops at Sea Pines Center, are in keeping with the Hilton Head Island environment and create a warm, gracious atmosphere that works its charm on all. Far from being



LAGOS Diamond Lux Caviar Bracelet

intimidating or "scary," Forsythe welcomes shoppers to take their time and try on jewelry while talking with the knowledgeable staff.

"Our store is not a museum; we've removed the stigma," Bragg said. "We want people to feel welcome to look and try on. One thing we enjoy doing is styling our clients. We love to help people pick out something that will enhance their lifestyle, whether it's to play bridge or golf, have dinner at Truffles or go to the theater. We listen to what our clients need and serve them to our best ability."

Listening to customers is key and helps Forsythe's staff to pick the perfect pieces for their clients. The team stays up-to-date on new styles and materials, and they're always happy to place special orders for clients. New products come in every week and are displayed in cases that showcase the craftsmanship and design. And Bragg goes to top jewelry shows every year, meeting with designers to stay abreast of current trends. The shop carries styles from some of the top designers in the world; Roberto Coin, David Yurman, John Hardy, Marco Bicego, Lagos, Gabriel & Co. and Gurhan, for example; all pieces that are perfect for both an island lifestyle and a big-city adventure.



Marco Bicego Lunana triple drop earrings in 18K yellow gold, black mother of pearl and diamonds



*We love to help people pick out something that will enhance their lifestyle.*

Many visitors return again and again over the years. For example, Bragg points to one family with three generations of happy Forsythe clients. The family comes into the shop every year to purchase jewelry, ending each visit by taking a photo of the granddaughters in the store. The photos create visual mementos of the family's growth through the years.

"We are truly blessed," Bragg said. After Hurricane Matthew in 2016, Forsythe sent an email to clients as an update on conditions on Hilton Head and how the store had fared. She said she received a great response from clients all

over the country who were thinking about their neighborhood jeweler during the crisis.

"Being warm and welcoming is who we are; it represents our business philosophy," Bragg said. "We offer a no-pressure, fun environment where our customers can be on 'island time.' We even have people who ride up to our store on their bikes and come in to have a look. We enjoy being part of this community and developing relationships with people. We take great pride in seeing people wear our jewelry. Our clients are our Forsythe family."