

*Kirk's Jewelers*  
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In 2003 I worked closely with Herb Schottland of Store Design and Fixturing. My main goal was turning what use to be a fast food restaurant into a jewelry store, and that's where Herb's expertise came in to play. I had an idea of floating island showcases, to allow the customers to walk around and view each piece of fine jewelry. After explaining my dreams for the space, Herb asked me the right questions pertaining to quantity of staff, accessibility as well as security. He made suggestions and together we came up with a stylish and functional floor plan. Once the ball was rolling he helped me in finding the showcases best suited for the space, which I went through a leasing agent for.

Herb is a man of detail and passion when it comes to his career. He knew exactly how many helpers and carpenters I would need to get the installation done. Amongst the crew, Herb was there to oversee the process and made sure everything went smoothly. After all these years I will admit that my first impression of Herb may not have been the finest. I'm waiting anxiously, while this man in flip flops and a tee shirt arrives in a white Mercedes after a long drive from North Carolina. I had an image in my head of a man in business attire with a tape measure in hand, not such a laid back individual. I can laugh because just after a few minutes I realized he really is a respectable man who put his heart into clients and design. We have developed a great friendship and I would highly recommend him.

Kirk Frey  
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