



GETTING THERE
LANDSBERG JEWELERS
132 S. Ridge St., Rye Brook
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landsbergjewelers.com

Jeffrey and Jonathan Landsberg



The Rye Brook store

A selection of Cynthia Ann Jewels sold at Landsberg Jewelers



BLING BROTHERS

SIBLINGS BRING MANHATTAN EXPERIENCE
IN A GLITTERING BUSINESS TO RYE BROOK

AFTER SPENDING THEIR WHOLE lives in the jewelry business, brothers Jeffrey and Jonathan Landsberg opened a Landsberg Jewelers location in Rye Brook. *Westchester Health & Life* sat down with Jonathan to talk about what it means to be in the family business.

HOW DID YOUR FAMILY GET STARTED IN JEWELRY? When my father was graduating from NYU, he wanted to buy a college ring but really hated the available options. So he decided to design his own ring with the help of his uncle, who owned a jewelry store. Friends and classmates saw what he made and started requesting their own. Soon there were orders coming in for diamond bracelets and pearl necklaces. So Dad decided to ditch his plans for law school and open a store in Manhattan, which is still open today.

WHY OPEN A SECOND STORE IN RYE BROOK? Well, Jeffrey lives Scarsdale, and I'm in West Harrison. We figured, after having a shop in Manhattan for so long, it would be nice for us to open a location close to home. What we didn't want was to be on top of another local business. So we looked for a town with room for a jewelry shop, and Rye Brook was the perfect fit.

WHAT KINDS OF PRODUCTS AND BRANDS DO YOU CARRY? We are a high-end store with a lot of variety. We have international lines like Mattioli from Italy, Gurhan from Turkey and Etho from Greece. But what I really love is finding a new, independent designer at a trade show and bringing his or her

merchandise to our store. Giving an opportunity to someone just starting off in the business, as my family once was.

IS THAT SOMETHING THAT YOU THINK SETS LANDSBERG APART FROM OTHER JEWELERS? Because we sell these up-and-coming designers exclusively, there are some pieces that customers can't find anywhere else. But beyond that, we have a drive to really help customers who have had trouble finding or fixing a piece at another store. We don't like to send anyone home disappointed.

WHAT ROLES DO YOU AND JEFFREY PLAY IN THE BUSINESS? We have a balanced dynamic. Jeff will be in the store one day, and I'll be in the next. It isn't cut-and-dried who does what. I do a majority of the shopping, which means I travel to trade shows, and he is more in charge of advertising and bookkeeping.

IS THAT WHAT MAKES OWNING A BUSINESS WITH FAMILY WORK? For us there's that extra goal of preserving not just the business, but also the family name. Jeffrey and I grew up together, which means we are just naturally on the same page—or at least it's easy for us to get there. And it's a real family affair around here because my sister-in-law Susan works with us. Our dad is still involved too, but he only works in the Manhattan store.

HOW HAS THE JEWELRY BUSINESS CHANGED OVER SIX DECADES? Because values of gold and stones are constantly fluctuating, this is an industry that is always changing. So

it is really all about adapting. And in the last few years, we've had to adapt to an economy in which people aren't as willing or able to buy chunky statement pieces, laden with diamonds. We bring new products into our shop, like pieces made of sterling silver. We pay attention to what is in demand.

BEYOND PRODUCTS, ARE THERE SERVICES THAT LANDSBERG PROVIDES? Yes, notably laser repair and jewelry remodeling. Remodeling means that you can come in with loose or oddly shaped stones and we can turn them into wearable jewelry. Laser repair is a way to fix jewelry without removing colored stones or pearls, which was once necessary. It is one of the greatest inventions in the jewelry business, a faster and safer way to restore heirlooms and valuables.

WHAT KIND OF ADVICE DO YOU GIVE TO YOUR CUSTOMERS? To browse and choose jewelry they can see themselves wearing. And if a piece doesn't work for them—or the person they're giving it to—we encourage a return visit, so they can exchange it for something that will. We want them to walk away with a piece that suits their style.

WHAT DO YOU ENJOY MOST ABOUT YOUR JOB? My favorite thing about this job—about this industry, really—is the happiness that surrounds it. Most of the time when people are shopping for jewelry, it's as a gift or to mark a major milestone. It's really great to be able to help people celebrate the biggest moments of their lives. —MAUREEN SCULLY

