



Samuel Getz Jewelers Coral Gables, Fla.

Echeverria Design Group, Coral Gables, Fla.

Jewelry has been sold in private salons in Europe for centuries. Samuel Getz, a third-generation U.S. jeweler, decided to transplant that concept to South Florida. The underlying idea was to create a selling environment that helps clients feel completely at ease, as if they were sitting in a friend's home.

To create that setting, Echeverria Design Group (Coral Gables, Fla.) employed exotic woods, leather furniture and a subdued earthtone palette throughout the 2200-square-foot salon, which is subdivided into areas roughly resembling a living room, a dining room and a bar. "The intent is to create a 'soft-sell' environment," says Mario Echeverria, president.

Getz's sumptuous salon is housed in an office building that's part of the stylish Village of Merrick Park mixed-use complex in Coral Gables.



CLIENT Samuel Getz Jewelers, Coral Gables, Fla. — Samuel Getz, owner

DESIGN Echeverria Design Group, Coral Gables, Fla. — Mario Echeverria, president; John Naranjo, senior designer; Chris Corbin, production

GENERAL CONTRACTOR Solutions General Contractors, Miami

OUTSIDE DESIGN CONSULTANTS KLG Engineering, Atlanta; Donnell, Duquesne & Albano, Miami

SUPPLIERS Brentano Inc., Northbrook, Ill. (curtains); Tuohy Inc., Chatfield, Minn. (leather); Creative Cabinets, Miami (feature); New Stone Age Inc., Miami; Vega World Supply, Elizabeth, N.J. (flooring); Arredo, Coral Gables, Fla.; Tuohy Inc., Chatfield, Minn.; Jeffrey Michaels, Design Center of the Americas, Dania, Fla. (furniture); SESCO Lighting, Ft. Lauderdale, Fla.; Florida Architectural Lighting, Ft. Lauderdale, Fla. (lighting); Formica, Cincinnati (laminates); Innovations in Wall-covering, Design Center of the Americas, Dania, Fla. (wallcovering)

PHOTOGRAPHY Dan Foyer, Miami

