

SAMUEL GETZ PRIVATE JEWELERS AND DESIGNERS

Merrick Park, Coral Gables, FL



Samuel Getz Private Jewelers and Designers—a third generation family affair—is a new/old concept. It is new in Coral Gables and in many parts of the U.S., but it is a “time honored tradition” in Europe. It is the jewelry store as a private salon and the design of this award winning shop arose from the client’s ingrained belief that connoisseur patrons should be able to try on unique, one-of-a-kind creations in a proper and private setting. For this shop Getz selected a “suitably stylish and sufficiently expansive space” in an upper floor of an office building and commissioned Mario Echeverria and the Echeverria Design Group of Coral Gables to create the desired ambiance. The client asked for and got a setting that was “infused with sufficient style and sophistication yet relaxed and refreshingly subdued.”

A narrow floor-to-ceiling window housing a single museum case on a

DESIGN: Echeverria Design Group,

Coral Gables, FL

Mario Echeverria

PHOTOGRAPHY: Courtesy of Echeverria





pedestal and the name is all the shopper gets out in the commercial hallway. Upon entering, the client is in a semi-circular foyer with a pedestal and museum case in the center and shadow box display cases on the walls. Beyond is the main showing/selling salon. This area has an intimate, sophisticated club-like feeling; residential, conversational, warm and

welcoming. The center of the space is occupied by a long conference table of a dark, exotic wood surrounded by stylish chairs covered in black leather. Wood pedestals showcasing featured pieces are set along the taupe fabric covered wall. Other walls are finished in a warm off-white color and the wall at the far end of the room is sheathed in a rich, natural brown

