

Company Backgrounder

History

The Left Bank began its business by selling antique style jewelry imported from France in 1995 on a cart at Chicago's Navy Pier. In 1998 a retail store was opened in the "Clybourn Corridor" area of Chicago at 2206 North Clybourn. The Left Bank recently moved to their new expanded location at 1155 West Webster.

Products/Merchandise Mix

The Left Bank sells a unique mix of jewelry reminiscent of antique styles made in France. The collection originates in old Parisian workshops that were established over two hundred years ago. The elegant designs are rendered from original molds that were created by artists of the celebrated jewelry period from 1900 through the 1930's. Every piece is carefully elaborated by hand following traditional techniques. Most begin with a copper base, which is then silver-plated; others are fashioned from antique brass. Austrian Swarovski crystals and semi-precious stones are hand set and traditional French enamel pieces are created with tiny brushes employing diverse color combinations. This allows each piece to exhibit highly individual quality and uniqueness that reflects the art and culture of the past and holds a valuable place in the present.

Included in the jewelry mix are custom monogrammed sterling silver, marcasite, semi-precious jewels, pearls and general trend fashion jewelry. To accessorize the jewelry Susan also adds to the overall presentation, a mix of French-themed items, perfume bottles, frames, jewelry boxes, paper products, antiques and vintage chandeliers. Along with personal care and home décor products other gift items are also sold. Customers are continually awed by the vast selection, creative design and attention to details in showcasing each item selected for the boutique.

Presentation/Packaging

Visual merchandising and displays play an integral part in presenting The Left Bank's jewelry and creates a very inviting atmosphere to look, shop, enjoy and buy! Susan strongly believes presentation and packaging are key factors in differentiating a business and the power of display, is as important as the jewelry and merchandise itself. Not only do innovative displays serve the task of drawing busy clients to your door, but helps to define and distinguish The Left Bank's unique look. The Left Bank is decorated with a high feminine appeal and a vintage romantic flair some would call "shabby chic".

Special packaging is another detail The Left Bank provides. Custom European pochette boxes with pretty lavender ribbon and tissue, makes customers feel good about their purchase and adds to the complete shopping experience.

Price Points/Demographics

The Left Bank boutique caters to an upscale market, primarily fashion conscious women 25-54 years of age who enjoy personal service and are attracted by the price range of \$12- \$350. Susan's pricing strategy is to make a purchase very enticing, giving customers a chance to indulge themselves with a special treasure or a lovely gift to give. Ms. Jablonski is proud of her customer loyalty, personal referrals and repeating client business.