



THE GOLD STANDARD

# Mayfair DIAMONDS AND FINE JEWELRY

WHAT'S IN YOUR JEWELRY BOX SAYS AS MUCH ABOUT YOU  
AS THE CLOTHES IN YOUR CLOSET. SO...DOES THE SELECTION AT YOUR LOCAL JEWELRY STORE  
MEET THE GOLD STANDARD OF STYLE?

There are jewelry stores and then there is Mayfair Diamonds and Fine Jewelry. A fourth-generation, family-owned business, Mayfair Diamonds and Fine Jewelry is no ordinary jewelry store – nor does it serve ordinary consumers. Mayfair caters to Long Islanders who seek pieces that are extraordinary and ever-lasting; artistic treasures to be passed down from generation to generation.

Not only is Mayfair Diamonds and Fine Jewelry's inventory of selective jewelry unique, but so is its long-standing business philosophy: to fully understand its clients' tastes, sense of style and how jewelry fits into their lifestyles.

"That's how we are different. We take the time to figure out who our clients are and build relationships with them," says Vice President Lauren Kulchinsky, daughter of owner Dan Kulchinsky. Her great-grandfather founded the family jewelry business back in 1923 on the Lower East Side of Manhattan and her grandfather opened Mayfair's Commack store 50 years ago.

"Long Islanders are truly fashion forward. They know who they are, what they like and what they want, but they are also open to new ideas," she says.

Kulchinsky was the youngest inductee in the National Jeweler's Retailer Hall of Fame. She's also been honored by the Italian Trade Commission with a key to Italy.

Individualized attention is what draws Long Islanders to Mayfair time and time again. Its distinctive assortment of designer-driven collections is rarely found anywhere else. As a buyer with a keen eye for quality, Kulchinsky travels the world with her co-Vice President and brother, Justin, in search of limited-edition couture brands. During these buying trips they discovered the distinguished collections of Kristen Farrell, a talented goldsmith known to spend up to six months on a single creation; Rodney Rayner, the British trend-bucking designer; and Stefan Hafner, the Italian designer acclaimed for his technical craftsmanship

and artistic eye. The pair promptly brought these collections to Mayfair's three stores in Commack (now celebrating its 50th year), Woodbury, and resort location in East Hampton. In addition, Mayfair has a private office on Fifth Avenue and 49th Street in Manhattan, which is by appointment only, serving its city clientele.

Mayfair also works with Kwiat, a regular on the red carpet. Kwiat is celebrating its 100th anniversary and, to mark the occasion, Mayfair has launched Kwiat's vintage collection in its East Hampton store. "People come to us for our expertise in diamonds," Kulchinsky says.

For Long Islanders seeking just the right one-of-a-kind piece of fine jewelry, Mayfair also creates hand-made rings, necklaces, earrings and more. Its goldsmiths and platinumsmiths work in collaboration with clients to design bespoke items that make a personal statement. If you can imagine it, Mayfair can exquisitely craft it.