

THINK WATCHES

CARTIER, *the international jeweler and watchmaker, showcases a beautiful watch space in WESTON JEWELERS located in the Weston Town Center. Weston Jewelers, the premiere jeweler in South Florida, has been an authorized Cartier watch dealer since 2006.*

By MARLA HORN LAZARUS

The custom-designed Cartier corner in Weston Jewelers (which is referred to as an espace) has a luxurious and modern feel. The environment features oak paneling in a warm and muted palette, accented with signature red oak lacquer. The 135 square foot space also includes a video screen used to highlight Cartier's Collections, innovations and craftsmanship.

Since 1847, the Maison Cartier has been synonymous with beauty, excellence, creativity and a unique savoir-faire. The Cartier style goes beyond time with a unique aim: for today's creations to become tomorrow's treasures. Cartier invites others to partake in the values that underpin its heritage and success: the quest for beauty, a duty of excellence, the freedom to be oneself, and a legacy to share.

Included in the espace is an amazing collection of Tank Francaise watches. Originally launched with great success in 1996, the minimalist design marks a return to the square form of the original Tank watch. Its shape and style emphasized the modernity of bold contrasts, further pronounced by the steel bracelet of alternating polished and satin-brushed links. Almost 20 years later, the Tank Francaise creates another surprise by placing delicate brilliant-cut diamonds next to the vertical steel flanks of the case, a contrast of high refinement and sober simplicity. Eleven precious stones punctuate the perfect square of this



TRACEY AND ED DIKES,
CO-OWNERS OF
WESTON JEWELERS



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watch with a feminine touch of jewelry. The Tank – a history of elegance.

Since 2001, owners Tracey and Ed Dikes, and their staff of gemologists have been providing first-class, personalized service, ensuring that every visit transports their customers into a world of luxury with hidden treasures in every corner of the store. Weston Jewelers' styles of fine jewelry and timepieces (including Cartier) range from classic and elegant to eclectic and trendsetting. They also specialize in loose diamonds, colored stones, creating custom settings and designs built to demanding specifications, appraisals, watch repairs and corporate gifts. As a family owned business, Weston Jewelers takes pride in providing their customers with the quality, selection and service they deserve. The magic of diamonds, the glitter of gold and a passion for time await you at South Florida's premier independent jeweler. ■

Weston Jewelers, 1728 Main St., Weston,
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