

Reinventing *the* Gem

For 30 years, **SILVERHORN JEWELERS** has always had a design studio upstairs. "It was our best-kept secret," says owner Carole Ridding. While it was never off-limits, most customers didn't know about this "Geppetto-style" European-inspired space full of young designers working at wooden tables. In opening their new location, Silverhorn put the design studio in plain view so shoppers can see their rings, brooches, and bracelets in the making, much like watching chefs cook in an open-kitchen restaurant. Customers can work directly with designers on commissions in a less-intimidating atmosphere or shop for ready-made pieces up front. "It's where retail is going," Ridding says, "and it's a wonderful experience!"
1235 Coast Village Rd., Montecito, 805-969-0442. JENNIFER BLAISE KRAMER

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