

CHRONOS

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\$5.00



Brilliantly Bertolucci

Art & Time

Jewels of the Mughals

History of Car Clocks

Ferrari GTO Anniversary





Denver's Cherry Creek Shopping Center is that city's premier tourist attraction. Its three major anchors, more than 160 specialty shops and 40 restaurants, attract 160 million visitors a year. The Cherry Creek North Shopping District, adjacent to the shopping center, provides an eclectic mix of specialty shops, office space, restaurants and bistros. Attractive landscaping, a pedestrian mall and park benches help to create a pleasant shopping experience for Cherry Creek North customers.

In February 2002, Oster, a watch and jewelry boutique, joined the stores of Cherry Creek North. The shop is dedicated, according to owners Jeremy and Melissa Oster, "to help the customer — if they are spending \$95, or \$295,000 — find something different."

Jeremy Oster, who grew up in London, moved to Aspen fifteen years ago. "I went to work in a jewelry store," he says, "and found that I thoroughly enjoyed retail, especially at the level you find in an area like Aspen."

Several years later, Oster left to manage another store. "That's where I really fell in love with the high end watch industry because I was given the freedom to bring in new and unusual brands."

Jeremy met Melissa in Aspen, and when they decided it was time to open their own store, it was Melissa who decided on Cherry Creek.

Jeremy laughs, "We had a short list of places that didn't have what can be considered a great watch store. While we were traveling around and checking them out, we kept coming back to Denver. Melissa was the first one to figure it out. This is where we want to be."

"There is some very good competition in Denver," Melissa says, "but not so much that it is saturated. Denver also has enough customers who can both appreciate and support a store like ours."

Jeremy agrees. "In the short time we have been open, the right people have found us. It's interesting how many people have been buying their watches outside of Denver."

He continues, "They come in, chat with us and look at the watches. The response has been fantastic."

Among the brands carried by Oster: Audemars Piguet, Bell & Ross, Dubey & Schaldenbrand, Momo, Roger Dubuis, Ulysse Nardin and Parmigiani.

"At least ninety-five percent of the watches we carry," Jeremy says, "are unique to our store in the Denver area."

When he considers a brand, Jeremy looks for watchmaking passion. "I'm not interested," he says, "in just adding another watch. We cater to the customer who wants to own a unique watch of unequalled quality."

Jeremy enjoys working with customers, but also feels it is important that they discover for themselves which watch reflects their personality. "Roger Dubuis represents unequalled quality," he says. "Michel Parmigiani also creates extraordinary pieces. Which watch the customer ends up buying is his or her decision."

Jeremy also makes sure the customer "knows" the watch that he or she selects.

"When a customer leaves our store with a watch," he says, "they are not only aware of what makes that timepiece so special, they also know how to take care of it."

Melissa specializes in recognizing up-and-coming jewelry designers and is always searching for unique pieces that are both fashionable and timeless.

"Our jewelry," she says, "is not so trendy that it will be here today, and gone tomorrow. We travel to Europe in search of new designers and small companies that produce exceptional designs and offer a far greater level of exclusivity than mass market equivalents."

The store's signature diamond line is by award-winning Italian designer, Stefan Hafner. Other lines include: Pianegonda, Balocchi, Baraka and K DI Koure.

Oster Jewelers has brought a new, exciting presence to Cherry Creek. Their collections include some of the world's finest luxury watches and jewelry, but product is only part of the equation. In addition, the store features a warm, welcoming environment where every client will enjoy Jeremy and Melissa's unique form of personal attention.

Left to right, Donald Loke, exclusive distributor of Parmigiani for North America, Melissa Oster and Jeremy Oster.

