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Davis & Davis Debuts the Newly Remodeled Lucido Fine Jewelry Location

Bringing New York's retail allure to Downtown Birmingham's Lucido Jewelry Boutique!

Farmington Hills, Mich. (March 13, 2023) – Davis & Davis is excited to announce the completion of the newly renovated and reimaged Lucido Fine Jewelry boutique in the heart of downtown Birmingham.

With a vision to combine the allure of New York City's premier retail experience with Birmingham, Michigan's pedestrian-friendly downtown charm, the renovated Lucido showroom creates an upscale boutique experience that reflects and elevates the warm and welcoming characteristics of the Lucido brand.

When the Lucido Family brought in Davis & Davis to redesign their Birmingham retail location, they emphasized the importance for the space to exude beauty, comfort, and a hint of romance. "This newly renovated space is a perfect reflection of our family and brand as it puts our guests first and ensures their comfort and satisfaction within all aspects of the design," explained Fran Lucido, Owner and Co-founder of Lucido Jewelry. The boutique layout features four main hospitality-inspired lounges that provide guests with a comfortable yet elevated shopping experience. Each lounge, while different in seating height, design, and ambiance, provides a warm space for guests to relax, unwind, and browse the incredible collection of jewelry Lucido offers.

Upon entering, visitors are greeted by a sculptural reception desk that extends 24 feet long and is centered below a raw walnut wall-to-ceiling surround illuminated with over 150 feet of indirect cove lighting. "Lucido Fine Jewelry is known for their extraordinarily beautiful and timeless jewelry. We aimed to emulate this in the interior and architectural design to create an equally beautiful, timeless, and high-end experience for the Lucido clientele." Explains Amer Sahoury, Lead Designer & Project Manager at Davis & Davis. "In addition, this showroom location will house a high-end Rolex space that is currently in progress. With continued collaboration from Rolex, Lucido, Davis & Davis, and Tower Construction, this addition will be seamlessly integrated to create an equally showstopping retail experience for the Rolex enthusiast."

General Contractor: Tower Construction / www.tower-construct.com
Millwork Vendor: Mod Interiors / www.modinteriors.com



About Lucido Fine Jewelry:

Brothers Vincent and Joseph Lucido began working in the Jewelry Industry in 1980, learning the jewelry trade from Detroit's most successful retailers. Developing a reputation for hard work and commitment, the brothers began selling, creating, and repairing jewelry for one of the city's oldest and most trusted family jewelers. The original store was founded in 1928 in the heart of Detroit by Dilorenzo DeMas, and Sam Ripepi, and was known as DeMas Jewelers. A time arrived when the owners were ready to retire and decided to sell the business to the Lucido family, who shared parallel traditions in business and family values. In 1987, Vincent, Joseph, Jr., along with their father, Joseph, Sr., acquired the historic family business and for the first time ever, became known as Lucido Fine Jewelry. From the beginning, and continuing today, Vincent and Joseph as brothers, partners, and owners, participate in the daily operation of their stores.

With dedication and good fortune, they outgrew their original location, which was located in a small shopping center. Even after remodeling and acquiring additional retail space, their clientele and reputation grew as Metro Detroit's premier family jeweler. This created a much greater opportunity for the Lucido's investment in the future.

www.lucidojewelry.com/locations/birmingham

About Davis & Davis:

The Davis & Davis team is a talented group of collaborative and highly dedicated design professionals who believe in the power of compelling design and the importance of successful client relationships. Founded by Howard and Michelle Davis, this knowledgeable and experienced team of Architectural and Design experts have been creatively transforming Workplace, Commercial, Retail, Multi-Family, and Healthcare environments since 1990. With success hinging on their ability to ask thoughtful questions, identify and prioritize project objectives, and provide purposeful, innovative, and appealing design solutions, the award-winning Architects and Designers at Davis & Davis are experts in creating exceptional spaces and elevating the human experience within the built environment.

For more information, visit: www.davisinteriordesign.com or contact directly at: 30500 Northwestern Hwy., Suite 311, Farmington Hills, MI 48334, (248) 855-7040

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LUCIDO FINE JEWELRY

Photographer: Nick Vansen, Vansen Media / www.vansenmedia.com



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