

SERVIS AND TAYLOR Jewellers

Like the setting in a rare gem, the newly relocated **Servis and Taylor** is placed squarely in the center of Brentwood Gardens. On my visit, cases of contemporary and elegant jewelry in the windows draw me in to what looks like a gallery, rather than a store. Once inside, I see sculptural designs from award winning designers, sitting alongside vintage estate jewelry and displays of colored stones – all curated by owners Margarita Szekely and her husband Carlos Lusso.

They took over the business from Richard Servis and Michael Taylor in 2011. Maggie had been working as in-house designer with them for the previous 18 years, and she was their natural successor when Mr. Servis and Mr. Taylor retired.



Margarita (Maggie) studied her craft in Italy, working with the finest artisans in Florence, perfecting her technique and learning the art of jewelry making. Carlos learned his stone setting and metal smithing at Tiffanys, among other places. She met Carlos at GIA (Gemological Institute of America) and they formed the perfect partnership – as a married couple but also as business partners. Together, they merge their complementary skills to create perfect pieces of jewelry – designer and artisan working in proximity. Carlos giving form to Maggie's visual creations.

At Servis and Taylor the workshop is in the back room of the store. This makes it more convenient for clients to discuss their ideas with the designer as well as the artisan crafting their designs.

Indebted to their mentor, Michael Taylor, for their start in the business, and true to his guidance, Maggie and Carlos continue his values through their personal service, full disclosure, attention to detail and transparency. The transparency is apparent from the conflict-free diamonds which they acquire from the Victor Diamond Company in Canada. Every diamond's provenance can be tracked, and you can rest assured that every stone has caused no harm to the miners.

In the coming months this transparency will be carried through literally. They are in the process of installing a window in the back wall, allowing customers to see through to the workshop, thus ensuring perfect accountability.

Visitors to the store will notice it is more a gallery than a store. Alongside the rows of custom designs are exclusive design collections curated from award winning designers, including Steven Kretchmer, Michael Good, George Sawyer, Henrich & Denzel,

Niessing, Gathmann, Etienne Perret, Varna, Beverley K, Hikari, Jerry Spaulding, Todd Bracken and Enric Torres.

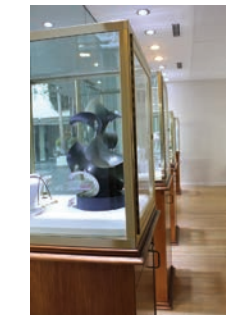
Trunk shows twice a year are a great opportunity to hear visiting designers talk about their new collections in person.

Established designers in their own right, Maggie and Carlos have been creating their own collection too, over the past years under the Luszek Studio brand, which they sell in store. In 2005, Maggie had the honor of being invited by the Mexican consulate to design an exhibit with Sea of Cortez pearls. Some pieces of that fine exhibition can be seen in store.

We talk pleasantly for so long that we don't notice the time is 7pm. I glean a couple of insights as Carlos interrupts us to fetch their two children from a playdate. The familial aspect is always present. Secondly, I am struck by their sheer dedication and discipline, as I watch them lovingly empty each jewelry case for the night, knowing they have to re-place each piece in exactly the same way the next, and every morning and night.

Scouting Beverly Hills and Santa Monica for 5 years, Maggie and Carlos finally found their ideal location in Brentwood, so if you're in the neighborhood, take the opportunity to visit this remarkable jewelry store. Maggie's calm manner, akin to a curator of an art gallery, makes it a very un-intimidating and educational experience.

11677 San Vicente Blvd. Suite 110, CA 90049. T: 310 442 6644
11am-6pm Tuesday to Saturday. Monday by appointment.
servisandtaylor.com



Designers at Servis and Taylor



Steven Kretchmer

Steven Kretchmer has often been referred to as the most innovative designer to ever hit the jewelry scene. World renowned for his eighteen karat blue gold, purple gold, gold Mokum Gane and other magical precious metals. He has captured mysterious, yet fundamental forces of nature, and transformed them into timeless works of art. Steven's signature tension-set jewelry and magnetic Polarium platinum jewelry have revolutionized fine jewelry design.



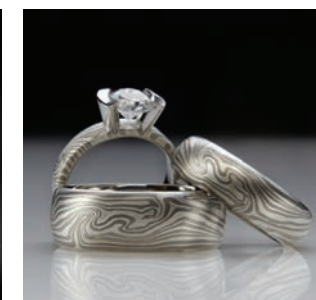
Michael Good

Transforming a single sheet of metal into an undulating organic form, using only a hammer and stake, is the art of Anticlastic Raising. This Bronze Age metalworking technique was rediscovered by, and perfected in large part by Michael Good, an award winning jewelry designer and sculptor.



Jean-Francois Albert

Jean-François Albert's world sparkles with unique, exquisite diamonds and colored gemstones luxuriously cradled in gold or platinum, in a style that flatters both the jewel and the hand that wears it. Each design is a trademarked original. Each is a masterpiece made possible by his distinctive artistry, incomparable craftsmanship, and endlessly creative mind. His clean and understated lines can be seen throughout his collections of signature bridal rings, contemporary diamond rings and masterful, colored stone jewelry pieces.



George Sawyer

George Sawyer is the originator and recognized master of gold Mokume Gane, or "wood-grain metal", a Japanese metal folding technique originally made in colored steel. Each one-of-a-kind set of rings is made of mirror image patterns, as unique as fingerprints. Since the company's beginning in 1972, every piece is designed and handmade in George Sawyer's Minneapolis studio.