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Kimberly Buxton, private jeweler and Seacoast businesswoman, and David Bellman, graduate gemologist and owner of Bellman's Jewelers of Manchester, have joined forces and announce the opening of Bellman's Portsmouth, a fine jewelry boutique concept store.

The boutique shopping concept is one of the hottest trends in fine jewelry retailing. It reflects the sophisticated shopper's preference for personalized attention in a smaller-scaled, intimate setting featuring premier designer collections and custom styling.

Kimberly Buxton recognized that her experience as a private jeweler suited this luxury, retailing concept. In Bellman's Portsmouth, she's blended her passion for exquisite jewels and the market demand for quintessential customer service.

Most jewelry retailers have fixed hours, are located at street level or in a mall, and require that shoppers select merchandise on the store's terms. Bellman's Portsmouth has a different philosophy.

"The boutique accommodates clients during regular business hours, but caters to those whose lifestyle commands unique attention on a regular basis," says Buxton. For those clients, Buxton will arrange private consultations at the boutique at their convenience. "Our primary goal is to meet client's needs in a highly customized, personal manner."

"We are not your typical fine jewelry storefront. You won't see cases of jewelry flanked by clerks and cash registers. We will bring out pieces suited to your tastes and luxury quotient." Access to the fourth floor boutique suite is via elevator. When the elevator doors open, you are surrounded by moss green sueded walls, luxurious hard wood floors warmed by contemporary rugs, occasional custom-made jewelry towers, and windows with a view of Downtown Portsmouth. Clients are invited to sit in welcoming chairs at cleverly positioned tables to view Bellman's gems. A glass atrium serves as a glittering backdrop to the diamond viewing area. "We've taken this boutique concept one step further: with our diamond cutting facility in Israel and fine jewelry craftsmen, we are able to provide designer quality jewelry at competitive prices," Buxton explains.

According to David Bellman, "We are excited about the Portsmouth boutique; this new boutique concept is a wonderful extension of our brand. It, like our Manchester flagship store, will deliver the quality and value integral to a positive purchasing experience," says Bellman, a fine jeweler for 25 years. "It's about helpful jewelry experts dedicated to offering the right guidance and advice. When you decide to buy diamonds or other beautiful Bellman's jewelry our greatest concern is your complete satisfaction with the piece you have selected."

With a private jeweler, this satisfaction is tangible. "I'm trying to dispel the myth that only the wealthy have private jewelers," Buxton says. She takes the time to learn about a client's likes and dislikes, style and design preferences. With this information, she educates the clients about jewelry collections and builds a fine jewelry

profile for each client whether for an ongoing portfolio or for the one-time diamond engagement ring purchase. Also part of the complimentary service is to remind clients of special dates for gift giving and to suggest items from a pre-qualified wish list. Bellman′s Portsmouth will hand-deliver these special items gift wrapped to a location designated by the client if requested.

Bellman′s Portsmouth carries collections by Jose Hess, Alito, Scott Kay, Eli Jewels as well as Maurice Lacroix and Tissot watches, among others. Custom designs, appraisals and diamond education are specialties of the house.