



CASE STUDY

CHARLES KRYPELL - GREENVALE, NY

Overview

The Charles Krypell flagship in Greenvale, NY, is the brand's first standalone store—designed to feel more like a home than a traditional jewelry shop. Gilbert worked closely with the Krypell family to create a refined yet welcoming space that reflects the brand's focus on craftsmanship, innovation, and exceptional customer experience.

The Challenge

New York City-based contemporary fine jewelry brand Charles Krypell's culmination emphasizes innovative design and exceptional quality. This family-owned business approached Gilbert to help them make their first flagship store a reality. As a company that prioritizes both innovation and sophistication, Charles Krypell wanted their store to be completely different from a typical jewelry store. Their goal was to create a destination for their customers to feel special - to explore, interact, and feel as comfortable as they would at home.

The Approach

We began the design of Charles Krypell's flagship by engaging in deep conversations with the Krypell family to understand what makes their brand so special. What we found was a passion for the creation of fine jewelry and truly exceptional customer service. That led to our decision to make Charles Krypell simultaneously a place of elevated beauty and a relaxed, residential-feeling atmosphere that would make customers make themselves at home.

A balance of stone, wood, and metal, complemented by strategically-placed lighting create a glamorous yet warm, inviting atmosphere for customers to explore, while a lounge area complete with TV, fireplace, and refreshments provides an exclusive, personalized feel. Upon entering the store, customers are quickly greeted by a member of the Charles Krypell team to take them on a brand journey and are made to feel at home as they navigate the store, enjoy a cup of coffee, and explore the Charles Krypell experience.

The Result

Charles Krypell is a jewelry store unlike any other - tying in the essence of the brand and the passion of the ownership to create an elevated, exclusive atmosphere that also makes customers feel welcome to stay and relax. Using a combination of carefully-selected materials, lighting, and traffic flow planning, the Charles Krypell flagship achieves a truly unique shopping experience.



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