

Hall of Famer

Richard Eiseman Jr., 51, president and CEO of **Eiseman Jewels** of Dallas, was inducted in the **National Jewelers Retailer Hall of Fame** in the single-store independent category Jan. 11 in New York.

Eiseman Jewels, which is now in NorthPark Center, was founded by his parents in 1963 in the **Titche-Goettinger** department store at Elm and St. Paul in downtown Dallas.

Richard's father died of Parkinson's disease in 1996. His mother, **Louise Eiseman**, is chairwoman of the store.



RICHARD EISEMAN JR. is president of Eiseman Jewels.

The younger Eiseman

learned the family business while working in the store stacking boxes to earn his allowance — and also sitting at the dinner table, where his parents emphasized ways to personalize client service.

“Eiseman Jewels now includes a very strong trade name, an exquisite inventory that tends to be an owned inventory, and a strong cash reserve for opportunity acquisitions,” Eiseman said.

Being an independent, family-owned operation is an asset, Eiseman said. “The key is, we have the flexibility without the burden of a corporate structure to service the clients and the clients’ needs responsibly and quickly and make things happen.

“When you have a single store, you have intimacy, exclusivity and consistency coupled with expertise. You lose that with multiple stores.”

Eiseman's tips for success:

- Know who and what you want to be as a jeweler in your community.
- Do not change your pricing, style or selection.
- Think about how you treat the people with whom you have business relationships: your personnel, designers and customers.