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FROSCHER BUILDING 33-37 S. WASHINGTON ST. HINSDALE, IL

FORMER HINSDALE CLEANERS TO BECOME A ROLEX BOUTIQUE

Downtown Hinsdale is getting a new prestige symbol that should stand the test of time. After decades of selling its diamond-encrusted and oyster-face time pieces through high end retailers, Rolex is bringing its luxury directly to the storefront in select markets worldwide.

John Bell, Principal with Waypoint Properties, LLC Hinsdale, IL and who originally redeveloped the historical Froscher Building in 2005, has announced that his firm has successfully negotiated a lease between the new building owner and Razney Jewelers for a Rolex Watch Boutique in the former Hinsdale Cleaners space. The Rolex Boutique is part of a new marketing drive to give the luxury jewelry products a distinct profile, rather than being another product in a large store. The hand-assembled Swiss watches are a worldwide symbol of luxury and sell for anywhere from \$4,600 to more than \$250,000 for the jewel-encrusted models.

Razney Jewelers operates two extensive Jewelry stores in Addison and Highland Park, IL. The company is a second generation jeweler that has been in business for more than 50 years. Bell says that Razney's new Rolex Boutique will be "a one of a kind store that that is only being rolled out in select markets worldwide. It will be a unique and unparalleled addition to Hinsdale's downtown retail mix."