

# A Main Line Mainstay Evolves

After nearly 80 years, Walter J. Cook Jeweler is changing.



"We've been successful for nearly 80 years by adapting and evolving."

What's next? "I think of the next phase as 2.0. We're evolving while staying old-school. I envision a type of boutique jeweler with our trademark customer service and luxury quality — a personal jeweler but on a smaller scale that's carefully curated for a right-sized business and appointment-only model. And likely within a mile of the current location," Michael said. "Diamonds and custom-designed pieces will still be major parts of the business, along with appraisals, repairs and unique bridal design work," he added.

Some things will change, but many will stay the same. "I expect I'll still get calls from customers near and far looking for that special piece for a special occasion." One goal for the next phase is improved quality of life!

"Our loyal customers can follow our plans for reopening and keep in touch by phone and email — no changes there," said Michael. When asked when the 2.0 boutique will open, Michael shared, "Plans are evolving, but tentatively we'll announce our reopening for the fall."

In the meantime, this year's annual spring sale, starting April 24, will also serve as a store closing sale of multi-million-dollar inventory. Yet another chance to find what Michael Cook calls "today's treasures and tomorrow's heirlooms." ♦

**Walter J. Cook Jeweler, 36 Chestnut Rd., Paoli. 610-644-5347; [WalterJCookJeweler.com](http://WalterJCookJeweler.com). Store closing sale: April 24 to June 28.**

“Michael Cook’s decision to move in a new direction was, as he said, ‘bittersweet.’

“THIS IS A HAPPY BUSINESS. WE help mark engagements, weddings, anniversaries, graduations and births for families — just some of the happy times we see our customers,” said Michael Cook, owner of the legacy jewelry store in Paoli. So, his decision to move in a new direction was, as he said, “bittersweet.”

“And change is hard,” Michael continued, thinking about the impact his plans will have on customers and staff after serving generations of families. “The business as an independent, full-service jewelry store needed to evolve,” he continued. His sons, with successful careers of their own, wouldn’t be following in their father’s and grandfather’s footsteps, despite the many years the business was voted Best Jeweler on the Main Line.