

Photos this page courtesy of the Oahu Visitor's Bureau

*Hawaii Time Photography by George Winchell*

# hawaii



THE ISLAND  
PARADISE OF  
HAWAII...

*time*

THE PERFECT  
PLACE TO TRY  
OUT THE BEST  
IN WATER  
SPORTS  
WATCHES

Model: Amanda Cansler



# hawaii time

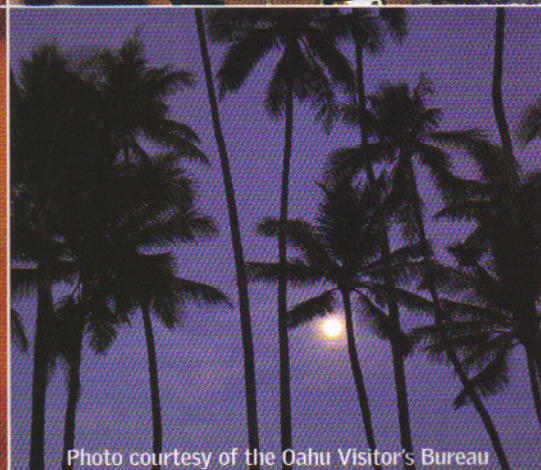
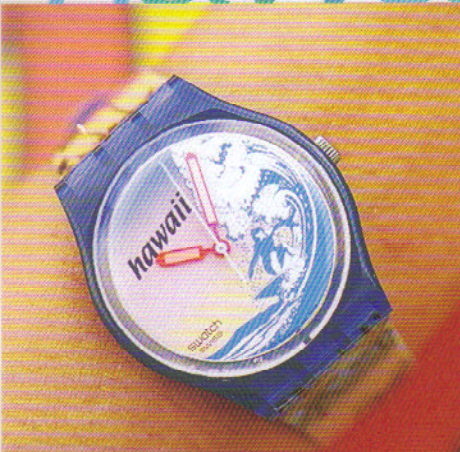
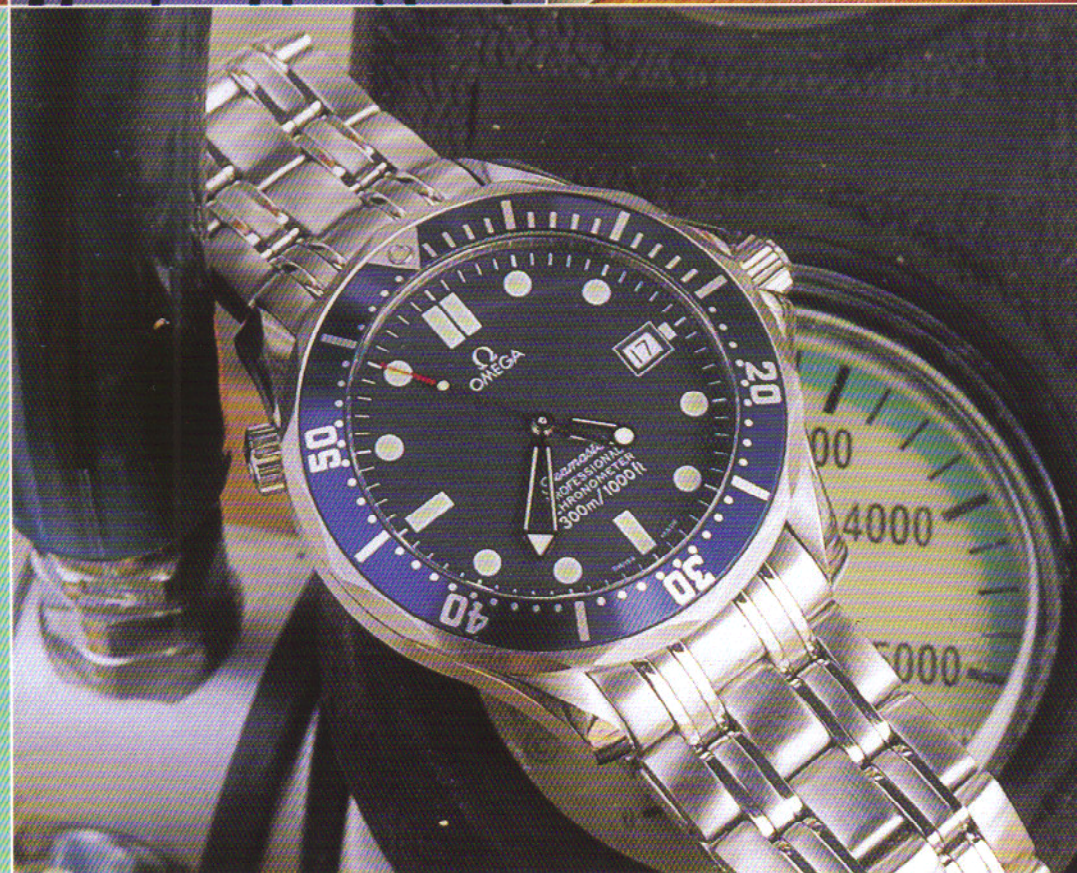


Photo courtesy of the Oahu Visitor's Bureau



The island breezes,  
the kiss of the sun, and  
all manner of water  
sports watches

This page, clockwise  
from top left: Swatch Hawaii;  
Tag Heuer Dive Generation;  
Rolex Yachtmaster;  
Omega Seamaster;  
Omega Constellation



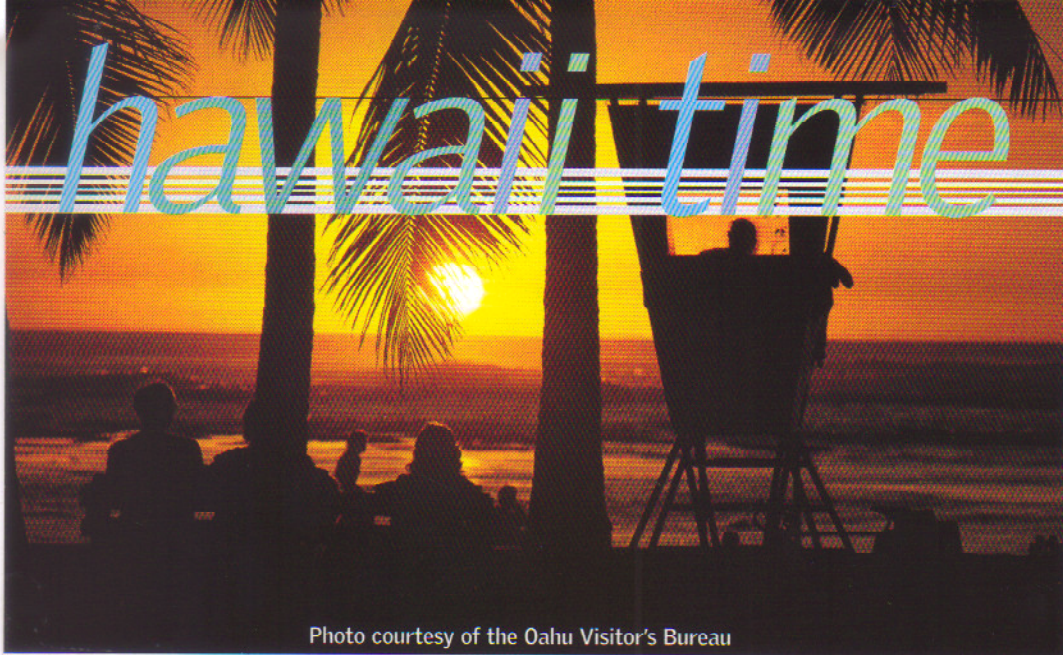
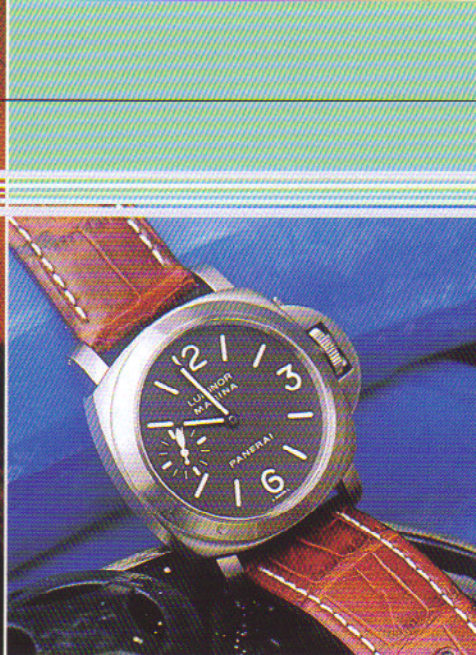


Photo courtesy of the Oahu Visitor's Bureau



Right, top to bottom:  
Officine Panerai Luminor  
Marina; Corum Dive Bubble;  
Breitling Superocean



# hawaii time profile

by Keith W. Strandberg

## CHADWICK HAWAII JEWELERS



Chadwick  
Hawaii Jewelers  
Main Store,  
815 Front St.

**B**RUCE AND ROGER CHADWICK LOVE HAWAII, and have made the island state an integral part of their approach to selling watches and jewelry. In fact, the motto for Chadwick Hawaii Jewelers is: "More service, more selection, more Aloha." the Chadwicks, however, are not native Hawaiian—Bruce came to the North Shore of Oahu to surf back in 1977, and just never left. He got started in sales by selling suntan lotion body to body on the Hawaiian beaches, and from there he added sunglasses. Successful selling lotion and sunglasses, he soon realized that he needed a product to sell when the sun wasn't out, and that's when he began selling watches. Chadwick started with Swatch watches, and added more and more lines as the business grew. Shortly after, Roger joined Bruce in Hawaii and together they built their business.

The rest is history, and their two stores, Chadwick Hawaii Jewelers (the main store, selling high end watches and jewel-

ry) and Watch 'N' See (a satellite store selling moderate priced watches, sunglasses, suntan lotion, Harley Davidson T-shirts and memorabilia and other products), have made Chadwick one of the most successful watch retailers in the state of Hawaii. "I love watches and I love the island lifestyle, and it's why I live here," Chadwick says. "I never even once thought of going back. The day I landed on Maui, I knew that I had found a home." I caught up with Bruce Chadwick in their Lahaina main store.

**AT:** Tell me about the new store.

**BC:** "Our new store opened in November 2001, and we purchased the property in April of 2001. We own this property now, where we were leasing before, and we plan to develop it into a complex of shops and restaurants. The store itself is 1,050 square feet, with ocean views, but the footprint of the property, including the decks out over the water, is over 5,000 square feet.

"Pending permit approval, we are planning to build a two

# hawaii time

story building in the style of a historic Poi factory, because that's what this site used to be. Our goal is to take this under-utilized property and restore a portion of Old Lahaina Town's history. We want to blend the new building into the history of the town. We plan to build on top and around the existing building, and expand the retail store at the same time."

**AT:** How's business?

**BC:** "Business dropped off after the terrorist attacks of September 11, but we didn't lay off any of our staff. We were soft for three weeks, then business came back. There was no real drop off of tourists in Lahaina. Really, no matter what, business never goes down in Lahaina—it's a magical place. Maui has been rated the number one island in the world, and 50% of Maui's annual visitors are returning visitors. This place, especially Lahaina, makes people feel like it's their second home. Also, remember that Maui and Hawaii are still the United States, and people feel safe here."

**AT:** What is the secret of your success?

**BC:** "Location, product line and our employees, as well as our company mission statement: more customer service, more selection, more Aloha. We are Chadwick Hawaii Jewelers, not Chadwick Fine Jewelers or Chadwick Diamond Jewelers—our identity and our marketing is deeply rooted in Hawaii. Another huge factor in our success

is that the economic spending power of the people who come to Maui is higher than anywhere else in the world. People are busier than ever nowadays, and they just don't have the time to shop, so we are seeing that more and more people are shopping for luxury items, such as watches and jewelry, while they are on vacation.

"The original thought process was that if there could be twenty successful art galleries here in Lahaina, the market had to be there for luxury watches. If people are looking at spending \$5,000 on a painting, if we do our job right, we can sell them a watch for \$5,000 or more. They're in the mindset of spending that kind of money anyway.

"Our main store is on the beach, and our other store is across from the beach, our salespeople are active and attractive, and our customers want to be a part of the island lifestyle.

"Our goal isn't to be the biggest seller of entry to mid price watches, our goal is to excel in the high end. The distribution



The exterior of Chadwick Hawaii Jewelers

## Fact Box:

**Address:** 815 Front Street, Lahaina, Maui, HI, 96761

**Square Footage:** 1,050

**# of Employees:** Main store, 8; total company, 14

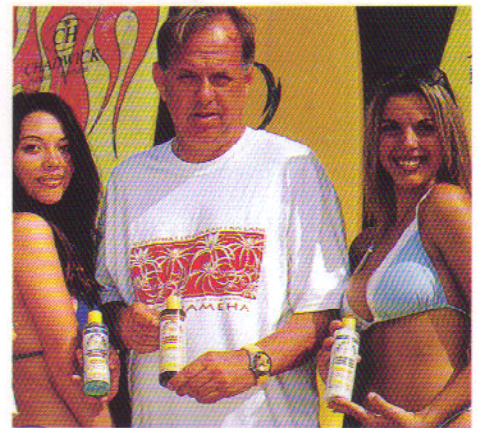
**Major Watch Lines Carried:** Breitling, Charriol, Chopard, Corum, Mont Blanc, Omega, Patek Philippe, Panerai, Rolex (Watch 'N' See: Omega, Tag Heuer, Gucci, Rado, Tudor, Oakley, Citizen, Seiko, Pulsar, Nike, Swatch, Casio G-Shock, Freestyle, Tissot, Harley Davidson)

**Average Sale:** Around \$5,000

**Range of Product:** \$1,000 - \$250,000

**Watches:** 80% of total sales, 65% of floor space

**Jewelry:** 20% of total sales, 35% of floor space



Bruce Chadwick with part of his sales staff, and the suntan products the brothers still manufacture and sell.

of those pieces is quite narrow, because the brands don't make very many of the high end pieces, and we want all the ones we can get hold of."

**AT:** Who is your customer?

**BC:** "Our customer is the affluent, frequent traveler to Maui, as well as the once in a lifetime travelers. Maui residents represent less than 5% of our clientele. We have customers who come to Maui just to come to our store. They might be on their way to the Orient on business, and they stop here to see us and see what we have.

"We want to always give the customer more than they expected. More service, more aloha, more atmosphere, more selection. A comment that is often made is 'Wow, it sure is great to see a store like this on Front St. in Lahaina.' We are surrounded by T-shirt stores, gift shops and art galleries."

**AT:** How do your two stores differ?

**BC:** "The Watch-N-See store is fun, and there is a lot of fun, sporty merchandise. Chadwick Hawaii Jewelers carries more serious goods. Both stores exemplify the Aloha spirit. The first thing the staff says is 'Aloha, welcome to our store.'

"Our goal is for people to feel comfortable, especially around high end product. We want to educate the consumer,

# hawaii time

because people are going to buy from people who they trust and who they feel comfortable around. The products speak for themselves, and people will buy from people they like."

**AT:** What is your biggest challenge right now?

**BC:** "Our challenge is being able to create more space to accommodate more luxury brands. I couldn't get a better location anywhere in the world, and we now own our own property. I would like to bring in more Rolex watches, Franck Muller, Jaeger LaCoultre, and more brands. If I had the space and the money, I'd love to bring in every cool watch on the planet."

**AT:** What do you like about watches?

**BC:** "I like the artistry, the designs, the colors. It's like a fine automobile or a fine motorcycle. Watches are the ultimate accessory, and they are the man's diamond."

**AT:** How does the future of the industry look?

**BC:** "The luxury watch market will continue to expand as fine

periodicals like American Time educate retailers, and retailers and the media educate consumers about the value and benefit of owning fine watches. The economic strata of the world today is perfectly in line for the growth of luxury watches."

**AT:** What could brands be doing better?

**BC:** "It's always a struggle to balance advertising, points of distribution and supply and demand. The single most important thing to be controlled right now is the Internet. The Internet needs to be focused on as an informational place, not as a place to sell or purchase watches. Consumers are starting to realize how important it is to know the store they are dealing with, and they aren't buying like they did before from unknown dealers. Overproducing and over distribution of any product will contribute to the demise of its cachet, and this is true with watches.

"The Internet makes people aware of the watches, and it's



Top and Above: Chadwick's Watch 'N' See store, 716 Front St., has a decidedly different mix of product.

# hawaii time

the store's job to tell people that there are virtually no authorized dealers on the Internet, and educate them to the benefits of purchasing from an authorized dealer."

**AT:** What advice do you have for other retailers?

**BC:** "I always recommend that retailers offer the most selection they can afford. You can't sell what you don't have. Give the brands that sell the most space—some retailers fall into the trap of giving a brand they need to sell more of the prime and biggest space. Educate your sales people constantly, give them subscriptions to magazines in the luxury goods markets—not just watches, but also fashion, leather goods, and more—so they understand the market they are in, and the customer they are targeting."

**AT:** How do you market Chadwick Hawaii Jewelers?

**BC:** "We do direct mail, newspaper ads, and magazine editorial. We do have an educational website, [www.chadwick-hawaii.com](http://www.chadwick-hawaii.com), but we do not sell off our website. I truly believe that one on one customer service is our biggest marketing opportunity. Our success is due to a beautiful setting, the finest products in the world, and an incredibly supportive staff."

**AT:** Tell me about Britney Spears.

**BC:** "On January 2, 2002, Britney Spears and her boyfriend Justin Timberlake from \*NSync came into our store with two muscular bodyguards. They were looking at our products. Britney was interested in diamond jewelry, while Justin purchased a steel Corum Bubble with a diamond bezel. While they were in the store, the word spread and in five minutes there were eight hundred people trying to get a look at them, cameras flashing. At the request of the bodyguards, we closed and locked the doors, put up our black out curtains, and called the police. By the time the police got here, there were 1,500 people outside! The four policemen held back the crowds, their limo and support car rolled up, and Britney and Justin were whisked away."

"They were very nice people to deal with, and we treated them like everyone else. No one asked them for their autograph. The only autograph we wanted was on the charge slip for their purchase. We want everyone to feel comfortable here."

**AT:** What kind of atmosphere do you try to create in your store?

**BC:** "We want our store to be open, friendly and inviting. We always say welcome and Aloha. We want people to come in and feel comfortable. It's a serious product and an expensive purchase, but we want it to be enjoyable, comfortable and non-intimidating. Very often, people tell us they bought from us because we were friendly and not snooty, they didn't feel

## Chadwick's Ride:

Bruce Chadwick, an avid motorcyclist and Harley Davidson aficionado, uses his own Harley Softail as a canvas to display his love of watches. Pictured is Chadwick's Harley Davidson motorcycle, custom painted with a watch theme. Note the legend "Hawaiian Time," then the watch that reads "Who Cares?" on the face.

"I have three motorcycles, all Harleys, and I belong to a motorcycle club called 'Hawaiian Iron,' based on the big Island of Hawaii, which is the best island for riding," says Chadwick. "Our club participates in many causes, fund raisers, Toys for Tots, United Way events, and many other charitable causes." As Chadwick continues to develop his business, however, the unfortunate by-product is less time to ride.



intimidated, and we really helped them. They said that in other, old fashioned stores, they felt unwelcome and pressured. We have people come in here and buy watches and jewelry barefoot and wearing bikinis."

*Many thanks to Bruce and Roger Chadwick and their staff for allowing American Time to come in and take over their stores for the time we were in Hawaii. I applaud Chadwick's success, and his willingness to share his experiences with other retailers.*