



Paul Stanley – "Liberty"

Grace Slick – "Solid Color"

Business Beat

The Jewell Agency

MEET MYERS PARK'S GO-TO MARKETING FIRM FOR HIGH-END CLIENTS

David Jewell's appeal to interesting, high-caliber clients seems to have begun during the years he worked for an ad agency in Aspen, Colo., a favorite resort and home-buying spot for celebrities. But it wasn't until after he moved to Charlotte's Myers Park neighborhood and located his own ad agency on Providence Road that Jewell first became associated with some of the rock music world's most artistic movers and shakers.

Over the past five years, The Jewell Agency has handled public relations for gallery openings for Grace Slick, Paul Stanley of KISS, and Jane Seymour, all of whom are talented visual artists as well as performers. This year, he was hired by the Jimi Hendrix estate to handle PR for the late Jimi Hendrix's first East Coast art show, held in Atlanta.

But, a decade ago, Jewell almost passed on the opportunity to help increase sales and exposure for such interesting art world clients. "Back in 2000, based on a recommendation from a marketing director at one of our commercial real estate clients," he says, "I was approached by a gallery owner at Phillips Place to work on Peter Max's 2000 show. We had recently been hired to work on a project for Daufuskie Island, and told them we just couldn't take on something new. Fortunately, within 24 hours, I

became convinced otherwise -- we just couldn't let the opportunity pass us by and we've worked with Peter Max ever since."

In Aspen, where it's not uncommon to see homes priced in the mid eight figures, real estate marketing also apparently became a passion for Jewell. Today, The Jewell Agency's client roster also includes high-end residential and commercial real estate companies ranging from Lincoln Harris, Trinity Partners and Clear Springs Development, to Brackett Flagship Properties, HM Properties, and Cooke Realty in Ocean Isle Beach, N.C. You'll see Jewell's creative marketing campaigns promoting the benefits of leasing space in 1 Bank of America Center, adjoining the new Ritz Carlton Hotel, 440 S. Church, the Hearst Tower, Fifth/Third Center and many other Uptown office destinations. Upscale clients such as Scott Jaguar, Karat Patch Jewelry, and Nolen Kitchen keep Jewell's Myers Park connections strong. The Jewell Agency's fast-moving, get-it-done style also suits the highly successful Mac's Speed Shop, a Jewell Agency client since inception.

Why is The Jewell Agency such a perfect fit for so many high-end clients? "It's primarily because we are small and focused," Jewell says. "Our clients are looking for hands-on involvement



David Jewell & Jane Seymour



David Jewell & Grace Slick



David Jewell & Paul Stanley



Jane Seymour – "Ocean's Tranquility with Mother and Child"

and direction from an agency principle, rather than taking the chance that they will get lost among the layers of a big advertising/marketing/pr firm. However, my firm couldn't operate without the help of long-term employees Hillary Lacouture and Jessica Lawrence. They are such a huge asset and a big reason for our success."

Thanks to his expertise and knowledge of the business of representing well-known visual artists, Jewell's roster of clients continues to get even more impressive. "We've handled public relations for openings for the "Petite Picasso" Alexandra Nechita," Jewell says, "as well as Alexander Renoir, III, great-grandson of Pierre-Auguste Renoir. I find working with some of my childhood rock music idols and other well-known visual artists very rewarding, both personally and professionally."

The Jewell Agency is located at 725 Providence Road, (704) 347-0399, and online at thejewellagency.com.

To have your business featured in an upcoming issue of Myers Park Life please send an email clteditor@n2pub.com.

PERSONAL: Two studs seek cute, romantic lobes. Promise to always make you feel beautiful. Will never be late and won't talk back. Will share winter fires, summer sunsets. Want long-term commitment. Interview us at below address.



KARAT PATCH
JEWELRY

901 Providence Road (near Providence Cafe)
704-334-3188
www.karatpatch.com