

# THE DAILY GAZETTE

WHEN CREDIBILITY MATTERS

## Outlook 2021: After early pandemic glitches, Frank Adams Jewelers evolves, emerges even stronger

By Caroline Lee | February 25, 2021



PHOTOGRAPHER: PROVIDED David Adams, Jeffrey Adams Russell, Kimberly Adams Russell

The customer had been planning for months to give his wife a special gift for her retirement, but it was during lockdown and Frank Adams Jewelers was closed. The custom ring was coming from Italy, deliveries were delayed and the Roberto Coin factory had closed.

So Kimberly Adams Russell made do: From her home, she presented the sample ring from the store to the wife during a video call on the night of the retirement.

“We never thought to do that before,” said the President and COO of Frank Adams Jewelers.

Her son, Jeffrey Adams Russell, is the fourth generation of the family to work at the store. He made deliveries to customers’ homes. “I’d wear gloves and leave a bag on the doorstep,” he said. “They’d open it a few days later,” because there was little information about how the COVID-19 virus could spread.

“We had to sell what we had in inventory,” said Kimberly. “The companies were closed.”

“We learned a lot,” she said.

In all, the store was closed for 12 weeks last spring. “My grandfather worked here for 60 years. In all that time, the store had never closed,” Kimberly said.

Closing up on March 20 “wasn’t fun, it was heart-wrenching,” she added.

The business had recently celebrated a successful and profitable 2019. Now the doors were locked.

Each week brought more uncertainty. They were worried about keeping their staff. Half had been with Frank Adams for more than 10 years, a few of them more than 20.