



Photo by Jodie Andruskevich

Scontsas Fine Jewelry and Home Décor have just redesigned their web site. Visit them at www.scontsas.com or at 169 Main Street, in Nashua.

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By PAIGE SMITH, *Telegraph Staff*

Progress 2006, Downtown Nashua

NASHUA – Warm lighting floats from vintage crystal chandeliers and sparkling white diamonds cast tiny rainbows across Scontsas Fine Jewelry and Home Décor on Main Street in Nashua. An heirloom for three generations of the Scontsas family, there is reverence for the past, and excitement for the future.

Martin Flyer diamond rings aglow under glass alongside the very Italian and exquisite designs of Roberto Coin. Tucked into the cozy corners of Scontsas are billowing loveseats slipcovered in Rachel Ashwell's Shabby Chic fabric, Bella Notte linens on top plush beds, alabaster table lamps resting on fabulous flea market finds.

A feeling of lightness and warmth welcomes customers into Scontsas. They are friends and friends are part of the family. Proprietors Philip and Amalia Scontsas share smiles, ideas and knowledge with the City of Nashua and beyond.

"It's an extension of us and our home. Like a friend, customers are extremely valuable to us," said Philip.

"We want people to enjoy a relationship with us."

Tantalizing new web site design

Soon to launch its redesigned web site, Scontsas will use the World Wide Web to educate, inform and tantalize its customers both at home and afar.

The challenge facing Scontsas with the current web site, www.scontsas.com has been that, "The product line is now so diverse. We are trying to capture a fair representation of all that we are about and have to offer," Philip said.

"It seemed so daunting and we didn't know where to begin," he added.

With the help of Active Edge of Nashua, the new design will "go deeper" by featuring extensive information about Scontsas' fine jewelry and home décor. Multi-layered, each branch will be fully represented in photographs and narratives.

"The new design will make it easier for customers to preview the offerings at Scontsas before coming in to visit," said Amalia. "We find a lot of people are coming to us from other areas."

The revised online "Service Awards Program" offers local businesses the opportunity to recognize an employee's longevity with a selection of gifts.

The employee visits the Scontsas' web site and selects a gift. Scontsas will wrap the gift and prepare it for presentation by the company. One of the great advantages of having a local store offer an online awards program is the proximity for service, adjustments and repairs. Furthermore, it allows employees the opportunity to visit the store first to see or try on the gift.

Gaining national recognition

National media coverage blessed Scontsas in 2005. The couple and their home in Nashua were featured in the December 2005 issues of *Country Home* and *Good Housekeeping*.

"It was huge ... a feather in our cap," said Philip. Read nationwide, the magazine features yielded interest from new, potential customers. "The attention and new audience has been amazing."

Inquiries from as far as Germany have resulted in sales. Several new customers ordered the bed featured in one of the magazines, as well as the bedding ensemble. Tables, chandeliers and items from Scontsas' Studio Line Collection have been ordered.

"We've received and continue to receive numerous emails from people nationwide requesting information and asking for advice on their décor."

"When you have a small business and devote your heart and soul to this full-time job, it becomes part of you. Owning a business is very personal. Being recognized is extremely flattering."

The couple was also thrilled both magazines helped promote the City of Nashua. "We are not an island. We are part of a group, the merchants of downtown Nashua, that when we work together, we see success together."

Scontsas hopes for 2006 to continually bring new and exciting aspects of the fine jewelry and home décor industry to Nashua and its customers. The challenge that comes with a business 104 years old is to maintain its history, legacy and sense of continuity.

Scontsas Fine Jewelry & Home Décor offers many gift items, such as fine estate pieces, contemporary jewelry, diamonds, giftware, silver, hollowware, pewter, antiques, architectural pieces, topiaries and holiday ornaments. The store appeals to those looking for upscale, unusual, individual, one-of-a-kind and quality items. Scontsas is located at 169-173 Main St., Nashua, (603) 882-3281, www.scontsas.com.

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