Wexford Jewelers Announces Live First Look at New Collection Event

April 10, 2026

CADILLAC, MI - April 10, 2026 -
Wexford Jewelers has announced a live event titled Live First Look at our NEW Collection, scheduled for Thursday, April 16, at 8:00 PM EDT. The virtual session, hosted on Facebook Live, will introduce the store's latest jewelry arrivals before they become available in the showroom. The event is open to anyone on or off Facebook, with no registration or RSVP required.

The new collection consists of everyday jewelry staples completed in the workshop. Selections include sterling silver pendants in brushed gold tone and black rhodium finishes, designs such as dog tags, shields, octagonal tags, and crosses accented with simulated diamonds or black stones, as well as watches with leather bands. These pieces focus on versatility for daily wear and layering options.

The session allows participants to view the items presented by the team from the comfort of home while enjoying a relaxed setting. The broadcast remains a viewing session only, with no purchasing or sales during the live. Viewers may engage through comments on the video. With only one response registered at the time of the announcement, the public event offers an opportunity for broader participation.

Emily Nichols, Co-Owner of Wexford Jewelers, addressed the purpose of the live format. "The April 16 session at 8:00 PM EDT gives viewers an early introduction to the new collection through the live video presentation," Nichols said.

Julie Terwilliger, Co-Owner, highlighted the significance of the collection. "This new collection represents a fresh set of versatile everyday staples that truly allow customers to build and personalize their own jewelry wardrobe in a way that feels effortless and unique," Terwilliger said.

The live broadcast can be accessed through the store's Facebook page. This approach extends the presentation to a wider audience beyond local visits.

Wexford Jewelers, a jewelry store in Cadillac, MI, has operated for three decades with a focus on fine jewelry. The business has appeared in local evaluations over multiple years.

Community activities include support for area initiatives. Customer accounts describe interactions with selections for everyday wear and assistance with related services.

Production in the workshop involves traditional bench techniques combined with modern finishes. The team contributes directly to the creation of the featured items.

Design priorities for the collection center on wearability and combinability. This supports different preferences for daily routines or occasional styling.

Wexford Jewelers incorporates various metals and accents across its lines. The approach results in items within accessible jewelry categories.

Additional inventory includes custom work and repair-supported pieces. These provide further options alongside the new arrivals.

Customer feedback frequently references the practicality of everyday jewelry selections. Such observations inform the ongoing development of collections.

The live first look announcement follows the store's method of communicating recent outputs. The event incorporates elements based on established operational practices.

Consultations remain available to assist with selections or modifications. This occurs as part of standard customer interactions.

Historical patterns show adaptations in how new pieces are introduced. The current event continues this approach through a digital presentation.

The store maintains a balance of ready-made items and custom capabilities. This supports flexibility in addressing individual needs.

Staff members apply material knowledge and technical skills to the featured creations. These contribute to the quality of the new collection.

The April 16 event shares workshop results with a wider audience. Client preferences observed over time help shape the included pieces.

Wexford Jewelers sustains its role in fine jewelry that fits daily life. The business maintains its regional position.

Founded 30 years ago, Wexford Jewelers specializes in fine jewelry, custom creations, and repair services. The operation assists customers in acquiring pieces for various purposes.

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For more information about Wexford Jewelers, contact the company here:Wexford JewelersEmily, Julie, and Sarah231-775-1289WexfordJewelers@gmail.com801 N Mitchell St, Cadillac, MI 49601

Wexford Jewelers

Welcome to Wexford Jewelers, a family of artists & jewelers where unique items are handcrafted in our Northern Michigan foundry! Jewelry and art have been a passion in our family for as long as we can remember.

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