

It's snowing again at Trigg Jewellers

Shoppers at Cavendish Square in Cape Town may have noticed the annual display in the windows of Trigg Jewellers.



Jeremy Jackson of Trigg Jewellers, explains, “Forty-eight years ago, Trigg started to become known for its window and shopfront displays. We used to dress the balconies of the Trigg showroom located in the main road in Claremont, long before Cavendish Square existed. As eyes are considered windows to the soul, we have always considered our showroom windows as a vital component to display our creations to the world. Our travels and training abroad from the high streets of London to Fifth Avenue New York, has also played an integral part in giving us inspiration that we wanted to bring back to South Africa.”

The management team, in conjunction with its art director, Theresa Styles of creative studio Kha-Ching designs the shopfront displays.

“Customers have always been very complimentary and our store is often described as something out of a fairy tale. Our window decorations usually go up early December and customers then start asking us when the snow is going to fall. The first flurries usually occur around mid-December - to everyone’s great delight.”

Jackson concludes, “We encourage everyone, from couples to colleagues, parents to children, to submit their Christmas wish lists through our North Pole posting box situated on our front door. We promise we’ll have something for even the most discerning of tastes.”

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