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Fulcrum Assocs. completes construction of Day's Jewelers first freestanding store

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Nashua, NH Fulcrum Associates has completed the construction of a new Day's Jewelers store. The 5,900 s/f store is the first freestanding location of Day's Jewelers' eight stores throughout N.H. and Maine. The store including a lounge area and the latest technology for repairs and interactive shopping, creates a superior shopping experience for all guests.

"Day's Jewelers offers one of the largest collections of jewelry in the country through its e-commerce business, and has been committed to exceeding customer expectations for more than 100 years," said Jeff Luter, president of Fulcrum. "We are honored to have worked with Day's, one of the top bridal and artisan jewelers in the region, as a valued partner on this project."

Fulcrum was contracted to build the store, located at 567 Amherst St., from the ground up, including the exterior shell and interior fit out. The building's brick and Sto EIFS (exterior insulation and finish system) is complimented by a copper fascia above the windowed foyer that showcases the image of an enlarged Forevermark diamond. On the interior, soffits on the ceiling match the shape of the jewelry case below it. Each soffit is lit with LED lighting optimal for projecting the true color of diamonds, colored gemstones and precious metals. For added architectural elegance and texture,

gypsum panels with 3D geometric designs were installed on select walls.

“Visiting the Day’s Jewelers in Nashua is an experience the whole family can enjoy,” said Jeff Corey, Day’s president and co-owner. “Fulcrum was receptive to our needs, helping to guide us along the way, and we thank them for their role in executing our vision.”

Inside the store, guests will find new holographic technology designed to help customers virtually explore the details of a diamond. On a computer screen, guests may select a diamond, enlarge the image up to 1,000 times its actual size, manipulate it to see various angles, and shrink it to actual size to see how it will look on their own hand. This technology is only found in approximately 20 stores in the country. More state-of-the-art technology, including a computerized metal engraving system and laser welding machine, can be found in the goldsmith’s area, which is behind glass so that guests may watch their jewelry being made or repaired. Those accompanying shoppers can relax in a dedicated lounge area complete with plush chairs, a fireplace and television. Additionally, there is a coffee bar with seating and a play area with toys for kids.

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