

# 3rd-generation jeweler emphasizes intimacy

Malcolm provides personal touch from Moline office

By Allison Baker  
QUAD-CITY TIMES

A lower-level suite in a brick office building on 38th Avenue in Moline might seem like an unusual place to find a jewelry store. But it's just the latest out-of-the-ordinary way that Todd Malcolm is trying to make jewelry a meaningful part of his customer's lives.

Only four months after closing the doors of Malcolm Jewelers 5th Avenue in downtown Moline, Malcolm a third-generation jeweler, has set himself apart from his competitors by meeting with clients by appointment only. He wanted to create a more personal experience for find-jewelry shopping.

"We down-sized and specialized our inventory and our store because I really wanted to pursue one-on-one interaction and cater to the needs of my customers," he said. "Purchasing jewelry is often part of a big event like graduation or a wedding. I want to help make my customers' experiences personal and let them know that they are taken care of, even after their purchase."

Six weeks ago, Malcolm held a "soft opening" because he was not sure of the response his change of venue and veneer would generate. But he said customer interest has been encouraging.

Malcolm also is pushing the boundaries in the jewelry industry in other ways.

He has written a children's book titled "Jeremiah the Jeweler" to each young children about colors, shapes and numbers, and is looking for a publisher.

Because there are few, if any children's books about the jewelry industry Malcolm said, his book will help children to understand what jewelers do.

## VITAL STATS

**Todd malcolm**

**Position:** Owner of Malcolm Jewelers, Moline

**Current Highlight:** Recently closed his downtown store and now operates by appointment only at a new location on 38th Avenue, Moline.

**Quotable:** "I keep trying to reinvent myself every day. When I get an idea, I just go for it. I figure no good ever came from "shoulda, woulda, coulda."

His hopes for "Jeremiah" extend far beyond one book, and malcolm says he has ideas in the works for the board game and more.

Malcolm also is considering illustrating "Jeremiah the Jeweler" himself.

"Illustrations are pivotal to the children's book, and drawing them gives me a chance to go somewhere I've never gone before," said the father of two sons, Kyle and Shawn. "I try to find different niches and to be different than other jewelers with what I do."

The lifelong Quad-Citian also is a free-form jewelry designer. It is this aspect of his work that he says is the most gratifying, particularly his "Make a Difference" collection, a series of pins and pendants he designs for area organizations as fund raisers.

As concerned citizens, it is our role to give

back the community," said Malcolm, Creations to contribute. "we have no right to complain unless we help."

Among the benefactors Malcolm has collaborated, with are Gilda's Club and Arrowhead Ranch in Coal Valley, ILL.

The inspiration for a pin called "Our Time," designed to advocate reading, community and family, came from a speech given by First Lady Laura Bush.

"I was watching her speak on TV, and I remember her saying, 'It is our responsibility to read to our children, and it is our time to do it.' I got goose bumps," Malcolm said.

He is working with U.S. Sen. Peter Fitzgerald, R-ILL., and Jostens, who has agreed to produce and nationally distribute "Our Time," to get the First Lady's support for using the pin to promote reading and family.

His latest design is a pin, "Lady Swan," that will be available sometimes next month.

Part of the proceeds will be donated to the Niabi Zoo's "Zoo-to-You Program," which brings zoo animals into area schools.

"I chose a swan because it represents beauty, power and grace, just like today's woman. They wear so many hats today, balancing careers, kids, work and community," Malcolm said.

"I keep trying to reinvent myself every day," he added.

"When I get an idea, I just go for it. I figure no good ever came from "shoulda, woulda, coulda."