

# Macy's North picks up Robyne Robinson's jewelry line, Rox

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Local television news anchor Robyne Robinson's line of handmade jewelry stands to get a big boost from a new deal with Macy's.

Macy's will feature **Rox Minneapolis'** products at three stores -- downtown Minneapolis, Southdale in Edina and one on State Street in Chicago -- with the potential for more locations in the future.

The department-store deal is significant for Rox, which is offered now at five boutique stores (four in Minneapolis and one in New York).

Robinson is thrilled about the opportunity.

"It is just surreal," she said. "When I think about Macy's, I go immediately to [actress] Natalie Wood and Miracle on 34th Street."

Rox offers necklaces, bracelets and earrings made from pearls and semi-precious natural stones such as amber, turquoise and jade. Prices range from \$50 to \$200, with Robinson receiving a commission on all sales.

Rox, now in its fourth year, generated \$15,000 in sales in its most recent year. Robinson, who makes the jewelry by hand, expects sales to jump significantly following the Macy's deal. She recently hired two people to help her keep up with demand.

The deal came together after a friend introduced Robinson to **Macy's North** CEO **Frank Guzzetta** at a dinner event. He asked if she would be interested in selling items at Macy's stores.

Robinson jumped at the chance, but was a little worried about growing too fast. Macy's has helped alleviate those concerns by agreeing to take things slow.

"They are watching the growth," Robinson said. "They don't want it to overwhelm me."

Robinson will appear at the Macy's store in downtown Minneapolis on Saturday at an event celebrating the switch from Marshall Field's to Macy's and introducing the Rox line. Even before the event, the downtown store has sold half of its Rox inventory.

**Luna Vinca**, a Minneapolis boutique, was the first to sell the line. Owner Jennifer Guion said Robinson's jewelry is well-made and unique.

"I see a lot of local artists doing different kinds of jewelry making," Guion said, "and I thought [Robinson's] stuff was truly original."

Guion said she thinks Macy's customers will be drawn to the line, especially in Minnesota, where Robinson is well-known due to her longtime presence on KMSP-TV Channel 9.