# Contents

#### **Four Pillars of Success**

Robert N. Wildrick, Chief Executive Officer and Executive Chairman, Jos. A. Bank Clothiers, Inc. 116

#### Mondavi's Mission

Michael Mondavi, Founder and Coach, Folio Fine Wine Partners 118

#### **Probus Scafusia**

Benoit de Clerck, President, IWC North America 122

#### **Customer-Engaged**

James F. McCann, Chairman and Chief Executive Officer, and Christopher G. McCann, President, 1-800-FLOWERS.COM 124

Attracting Global Attention Sasson Basha, President, Aaron Basha 131

#### The Tibaldi Spirit

Giuseppe Aquila, Chief Executive Officer, Aquila Brands S.p.A. 132

#### The Meaning of Swiss Made

Richard P. Kalina, Owner, Jean Marcel Montres GmbH, Jean Marcel S.A., and Jean Marcel LLC 133

#### A Company of Entrepreneurs

Susan Sussman, Senior Vice President, Retail, Cartier North America 127

### Retail Strength

Directors of Cartier North America boutiques 128

#### **Design, Heritage, and Quality** Rodolfo Chavez, President, Baume & Mercier, North America

135

#### A High-End, High-Profile Product

Michael Kreiss, President and Chief Executive Officer, Kreiss Enterprises 136

#### Putting Designers at the Forefront Larry H. Barkley Sr., President, Georg Jensen USA, Inc. 138

#### **The Excitement of Possibilities** Eric Hilton, Designer, Steuben Glass 140

#### The Value of a High-Priced Frame

Eli Wilner, Founder and Chief Executive Officer, Eli Wilner & Company 142

#### **Catering to Men and Women**

Eric Malka, Cofounder and Chief Executive Officer, and Myriam Zaoui, Cofounder and Chief Branding Officer, The Art of Shaving 146

## Affordable Tourbillons with Unique Designs

Terry L. Allison II, Chief Executive Officer, and Keith Galliher Jr., Esquire, Chairman, Quixotic Watch Company 149

#### **Customized Crystal**

Peter Wayne Yenawine, Founder, President, and Chief Designer, Crystal Signatures 150

#### **Understanding the Customer**

Steven A. Posner, Chief Executive Officer, Putnam Leasing 152

#### The Quality of the Brand

Samuel Friedmann, Owner and President, Gevril USA 155