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Rustic Cuff to open new store on Cherry Street

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Jill Donovan, owner and CEO of Rustic Cuff, poses in her store at 106th Place and Memorial Drive in Tulsa. She will open a new midtown location soon, she says. MICHAEL WYKE/Tulsa World



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Rustic Cuff, a popular Tulsa-based jewelry store, will open a new store along Cherry Street in little more than a week.

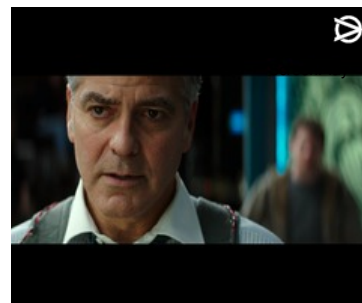
A sign that went up early Friday foretold the new location to the throngs of Rustic Cuff followers. And founder Jill Donovan said midtown shoppers will only have to wait a few more days because the store on 15th Street near Quaker Avenue is set to open Jan. 25.

The first location at 4150 S. Harvard Ave., which Rustic Cuff fans called the "Mothership," closed to public shopping late last year. And a second location opened in The Vineyard on Memorial, 106th Street and Memorial Drive, to huge lines. Donovan had promised a new midtown location in the future.

They have selected a permanent location to open in early spring, Donovan said Friday, but she didn't say where it would be.



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"But in the meantime, we are so excited to have a place that is convenient for our midtown customers until we open that permanent location," Donovan said of the Cherry Street store.

The Cherry Street store has parking available in the back, she said. When the Cherry Street location opens, store hours will be 10 a.m. to 6 p.m. Monday through Friday and 10 a.m. to 4 p.m. Saturday.

"I am very excited. We love the area," Donovan said.

"I love my neighbors."

Also, they are redesigning the shop on Harvard — which houses the business offices — to offer private shopping experiences.

A limited number of customers will be able to sign up for appointments to shop. It will be a "different shopping experience," Donovan said, at the jewelry store that is known for often having long lines of customers eager to shop for the newest jewelry styles.

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