



All Aboard

Adler weaves a tale of serendipity on the express track to the East

Franklin Adler is a storyteller. His kind face boasts deep laugh-lines and creases above the eyebrows. They're tell-tale signs of his joyful nature and the fun of keeping a 126-year-old brand thriving; the heritage and expertise of which permeates the collections. His attire is simple yet elegant, but his outfit underscores the third-generation scion's love of art, keen eye for beauty and appreciation of the finer things in life – three things for which the Adler brand empire is renowned.

Adler has an anecdote for each question he's regaled with, patiently explaining the risks involved with building an international brand that adorns the top echelon of society. "I will tell you a story of the first piece of jewellery that gave me nightmares after I bought it." He explains, "It was a very important ruby, but really out of my scope. It was madness for me." The jeweller felt he had overstepped his buying power with this precarious purchase. It was so maddening that Adler says he "couldn't sleep for a whole week. I was worried – what happens if I don't sell it?" But Adler's bet paid

off, as he quickly turned over the jewel and the family was able to breathe a sigh of relief with a solid return. This type of entrepreneurial prowess has expanded the family's jewellery empire across the globe.

Did luck have anything to do with the brand's success? Adler says, "It was my luck, if you can call it luck, because personally I don't think there is such a thing. Of course there is, but you have to grasp it when you see it." He continues, "Many people have luck. But they don't grasp it, and it goes past. It's like a train; it comes, and it stops at our station. If we catch it, good. If we don't, it's gone."

Adler was certainly on the right track when he initially boarded that train from his homeland of Turkey and headed off to Geneva, where the family business prospered, and then to the rest of the world, where the brand has expanded. His next stop on his global tour was Macau, where he had a jewellery exhibition. And beyond that, where is the brand headed? "Asia. Definitely, we are going to develop Asia. But where? Could be China." Stay tuned to find out where the jeweller blossoms next. ■

Clockwise From Above Left

Franklin Adler; the Green Envy Collection: earrings, bracelet and necklace