# Written by Arizona Foothills Magazine

Local fine jewelers Coffin & Trout have been awarded the Best Vintage Engagement Ring award from Engagement 101 where hundreds of distinguished jewelry designers from around the world submitted to Engagement 101's first annual Bridal Jewelry Awards and thousands visited online to vote. AFM caught up with Randy Coffin of Coffin & Trout Fine Jewellers about the company's latest winning and its impressive history of award-winnings.



# How does it feel to have won the Best Vintage Inspired Engagement ring category for Engagement 101's Best Rings of 2011? It is by far the greatest of compliments to be recognized by industry professionals, as well as the broad selection of individuals who voted for our design.

#### What makes Coffin & Trout's engagement ring selection so unique?

As shown by our most recent award winning design, we are able to use vintage elements in a modern way. Our designs represent everything from the ultra-modern to traditional classics. All of our designs are copyrighted and produced in limited quantities.



## What unique qualities make Coffin & Trout's jewelry stand out?

Our distinct shape is a model of perfection that provides you with lasting comfort and a custom fit that won't spin around your finger like conventional round rings. In addition, our rings are built to be handed down for generations.

#### What are the latest trends in engagement rings?

We are seeing a trend towards vintage looks with modern flare. We have recently introduced our "Deco" collection, which is accented with elements from classic art deco design.

#### Are your engagement rings designed and created in-house?

From start to finish, with extreme care and forethought, by master craftsman that I would personally say are amongst the finest in the Country.

# Coffin and Trout has won many awards in the past, what was the first award Coffin & Trout received? Dave Trout won First place in the AZ jewelers Assoc. in the late 1980's.

#### How many awards in total has Coffin & Trout won since its 27 years of being in business?

Coffin & Trout has earned an exceptional reputation for innovative design, impeccable quality and unconditional trust. Over the last 27 years, our jewelry has been recognized with ten national and international design awards. Besides design awards, we have been recognized with many other accolades. The most recent being voted the 2011 AZ Foothills "Best Engagement Ring Store" and "Best Watch Selection".

# Ryan Coffin joined your team, what does that mean to the Coffin & Trout family and your clientele?

It means that Coffin & Trout, with our award winning designs will continue on for many years to come. The joy that we derive from being a part of so many special times in our customers lives, is by far what brings us the most joy. Knowing that the way we do business will continue is very comforting.

# What makes Coffin & Trout one of the best jewellers in the world?

Our innovative designs, as well as the shape of our rings have both contributed to our reputation as one of the top custom jewelers in the world. Combine this with our extreme attention to detail, and the finest quality materials available and you end up with jewelry beyond compare.

## **Coffin & Trout Fine Jewellers**

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