

# RULES OF ENGAGEMENT

## ERLE PEREIRA OF TIFFANY & CO. SETS HIGH STANDARDS IN THE JEWELRY BUSINESS


Finding your perfect job can take a lifetime for many. For Erle Pereira, store director at Tiffany & Co. Somerset Collection in Troy, he knew once he started working in retail, he was on the right career path.

While studying food engineering at the University of Minneapolis, he worked in retail at Dayton Hudsons, where his deep affection for the retail business began. "I enjoyed being able to influence people on their decisions," he says.

Upon completing his studies, the job market in the food industry was difficult, so Pereira continued working in retail. He did finally land a job in the food industry, but he wanted to pursue his true calling. "I wanted to do something I really enjoyed and that I was happy with. Retail seemed to give me that feeling."

Through the years he held a number of management positions. In 2004, Pereira went through another re-evaluation of his career path, realizing that he wanted to stay in retail but pursue a different facet. "I had a wonderful experience, but I didn't really want to go back into the retail business as I knew it," he explains. "It was difficult to reinvent the wheel with less support and resources."

During his job search he applied to Tiffany & Co. "I went online and sent my application, not even with the least glimmer of hope," he says. Unexpectedly, he received a phone call, interviewed for the position and started working as the manager of operations at the Minneapolis store in 2004. He was quickly promoted in 2005 to manager of sales in Chicago and promoted again to sales director in 2007 at the Tiffany & Co. Somerset.

When asked what drives someone as hardworking and passionate as Pereira, he replies, "Helping others. My job in this store is a leadership role, to motivate and inspire someone else and see them succeed is a great personal motivator for me."  - Yvette Stines

*tiffany.com*



### PEREIRA GIVES AMBASSADOR HIS ADVICE ON FINDING THE PERFECT ENGAGEMENT RING:

• When you go to the jewelry store, it is important to feel welcomed. The staff should be educated about their product, and they should be willing to educate their customers. The store should also have certain service options available. It is important to ask if they have a full service customer service and inquire about their warranty options. Be sure, if applicable, that you can see the certificate of the diamond.

- When shopping for a ring remember the four C's: cut, clarity, color and carat weight. The cut is the most important of the four C's. A lot of individuals equate a good diamond with the carat weight and the size of the stone, which play an important part, but the cut is most important.
- When purchasing a ring, make sure that you planned accordingly and it has that special connection to you both, as this is one purchase that is memorable and the first big step of your lives together.

