

Birth of “The Caribbean Collection” of Nautical Jewelry

1975 marks the release of Steven Spielberg’s first “Jaws” movie. The movie is an immediate sensation, ruins the summer for many thousands of timid swimmers.

Bernard creates a pendant titled “Jaws at Your Throat,” a 14K gold take-off on the shark from the movie poster.

Reller expects to market a few of these to divers and surfers and the like, but is shocked when orders roll in from jewelry stores for dozens. The phenomenal success of this one item inspires him to produce items for a certain targeted of the market—the “Nautical Niche.”

The Caribbean Collection develops with an emphasis on **detail** and **accuracy** . . . the miniature working anchors, the sea life is anatomically correct, the sea shells are detailed replica castings from perfect natural specimens, the sails of boats are properly trimmed.

The decision to concentrate on representational nautical jewelry is the notion that these designs are not subject to the whim of fashion. They do not go out of style—and Reller’s Caribbean Collection, today, is arguably the most extensive in the industry.