

Jeweller

HOT 2011 100

TRENDSETTERS | RETAIL STARS
BUSINESS BIG SHOTS
TRAILBLAZERS | NEXGEMS

THE JEWELLERS OF THE YEAR
THE COMPANY OF
MASTER JEWELLERS

SWANSON TROLLBEADS JEWELRY ARDARRO

Professional/Jeweller 10/11 to 10/12 | FHM/Client/F5320



MICHELLE FLORIDEM
OWNER, JEWELRY

Michelle Floridem changed her life over the summer, moving to Los Angeles to start a new business, and since then her entrepreneurial life hasn't been anything but smooth. Every minute of her time is spent on her job, which she says is, "the greatest job I've ever had in my entire life." Floridem and her husband, Michael, have been married for 15 years, and she says that her husband has always been a huge support. "He's been there for me every step of the way, and he's always been a huge source of inspiration and motivation for me," she says. "He's always been a huge source of inspiration and motivation for me, and he's always been a huge source of inspiration and motivation for me."

Being a small business owner is a challenge, and it's not always easy to find the time to do all the things you need to do to run your business. "I've always been a huge fan of multitasking, and I've always been a huge fan of multitasking," she says. "I've always been a huge fan of multitasking, and I've always been a huge fan of multitasking."

TROLLBEADS
THE JEWELRY OF THE YEAR