



CASE STUDY

SHAFTEL DIAMONDS

10,000 SQFT · HOUSTON, TEXAS

HIGH-END JEWELRY STORE

\$500,000



BUILD WITH
LEVELTX

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ABOUT US

LEVELTX™, with decades of collective experience, stands as a leading authority in custom home and commercial construction. With a focus on innovation, quality, and customer success, our team delivers exceptional craftsmanship and attention to detail. From custom-made residences to cutting-edge commercial projects, we redefine construction standards, prioritizing excellence in every endeavor.

CLIENT OBJECTIVE

LEVELTX™ was tasked with collaborating with a renowned jewelry store designer to transform Shaftel Diamonds' retail store according to strict specifications and within a defined budget. The objective was to create an exquisite and inviting space that would elevate the customer experience while adhering to precise design requirements and financial constraints.





CONSTRUCTION PHASE

The construction phase of the Shaftel Diamonds project took place amidst the unprecedented challenges brought by the COVID-19 pandemic. Despite the pandemic's adverse effects on the construction industry, the project was initiated as scheduled, and construction proceeded as planned.

The project team had to adapt to the evolving health and safety guidelines, ensuring the well-being of all personnel involved in the construction process. Additional safety measures were implemented, including regular testing, PPE requirements, and social distancing protocols. The team remained diligent in safeguarding both the construction progress and the health of all stakeholders.

RESULTS & ACHIEVEMENTS

The collaborative effort between LEVELTX™ and the jewelry store designer resulted in a stunning transformation of Shaftel Diamonds' retail store. The project was executed flawlessly, with several key achievements:

- 1. Adherence to Strict Specifications:** LEVELTX™ meticulously adhered to the precise design specifications set by the client. Every detail, from the layout and lighting to the display cases and finishes, was executed with precision.
- 2. On-Time Completion:** Despite the challenges posed by the pandemic, the project was completed on schedule. The team's commitment to timelines ensured that Shaftel Diamonds could unveil their redesigned store to eager customers as planned.
- 3. Budget Compliance:** LEVELTX™ managed the project within the defined budget. Careful financial planning and oversight ensured that the project remained cost-effective without compromising the quality and aesthetics of the final result.

LESSONS LEARNED

The Shaftel Diamonds project provided valuable lessons for LEVELTX in managing construction projects during challenging times:

- 1. Adaptability:** The ability to adapt to unforeseen circumstances, such as a global pandemic, is crucial. Maintaining flexibility in project planning and execution is essential for successful outcomes.
- 2. Safety First:** The health and safety of all team members should remain a top priority. Strict adherence to health guidelines and proactive safety measures is non-negotiable.
- 3. Effective Communication:** Clear and consistent communication between all project stakeholders, even in remote or socially distanced work environments, is vital to keep the project on track.
- 4. Resourceful Project Management:** Being resourceful and efficient in managing resources, including materials and labor, is essential for staying within budget constraints.

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- 4. Enhanced Customer Experience:** The redesigned store provided an elevated shopping experience for Shaftel Diamonds' clientele. The new layout, lighting, and display areas showcased the exquisite jewelry collection beautifully.



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