

C.J.: Robyne Robinson's jewelry is golden to Macy's
C.J., Star Tribune

FOX 9 Anchor **Robyne Robinson's** jewelry line is going national with Macy's.

Naturally, I didn't hear this from Robinson but from her PR agent, Los Angeles-based **Doris Bergman** of Glam Entertainment Public Relations.

"It's huge. It's a great big doo-dah, baby. Macy's is rolling out the red carpet," said Bergman. "You know the Macy's name change; they bought out Marshall Field."

Yeah, I think those of us who insist on calling it Dayton's had heard that.

Robinson, whose jewelry business is called ROX, is in a couple Macy's here and one in Chicago.

"She'll be going nationally. This is the kick-off," said Bergman.

Robinson "uses semi-precious stones like jade or amber," said Bergman. "She is going to be in the jewelry department Saturday from 10 a.m. to 2 p.m. at 700 on the Mall. She's doing a trunk show, too. As I tell Robyne, 'Girl, everything you touch turns to gold.'"

Or, at least, precious stones.

Bergman erupted into one of her rollicking laughs when told how amusing it is to get a phone call from the West Coast about Robinson, whom I can just call directly in the Twin Cities if I want, and vice versa.

"Yeah, baby," said Bergman, "but, honey, I've got to earn my pennies. Got to do the do. Because then when you talk to Robyne you'll say, 'Your PR woman from LA was workin' me, girl.'"

Maybe. "Robyne says [Minneapolis-St Paul] is the place to be. Shoot, honey. You guys have a lot going on, but she's starting to look at LA. LA is looking kind of good."

C.J. is at 612.332.TIPS or cj@startribune.com. E-mailers, please state a subject -- "Hello" doesn't count. Attachments are not opened, so don't even try. More of her attitude can be seen on FOX 9 Thursday and Sunday mornings.