

F.A.O. Jewelers expands with a

After 15 successful years in the jewelry business in Brighton, F.A.O. Jewelers owners Lisa and John Okoniewski are opening their second retail location in Hartland. The new store is located in the Fountain Square Plaza, just off the southeast corner of Old U.S.-23 and M-59.

When asked why they chose Hartland for their second location, Lisa responded that "Hartland reminds us very much of Brighton when we opened our first store in 1992. There is tremendous growth in the surrounding neighborhoods and local retail businesses."

"It's just a perfect fit" adds John. "Hartland is far enough away for us to attract new clients that probably wouldn't come to Brighton, but still close enough where Lisa and I can manage both locations."

The final decorating details have been finished. The address is 9996 Highland Road and the phone number is (810) 632-0202.

Family Owned & Operated

One thing Lisa and John wanted to clarify is that their store is family owned and operated.

"It never ceases to surprise me how many of our clients think we are a national chain store with many locations" states John.

"On the one hand we are flattered that our advertising or our store image, projects that kind of business presence. But on the other hand, we would much rather have people know that we are local business owners, living and raising our family right here in Brighton."

John and Lisa also mentioned that many clients are surprised with the size and beauty of the inside of the store in Brighton, when they walk in. Once inside, the first thing that strikes you is the warm inviting décor.

F.A.O. Jewelers

333 W. Grand River Ave., Brighton
(810) 229-5335
and
9996 Highland Road, Hartland
(810) 632-0202
www.faojewelers.com

Hours

10 a.m. to 8 p.m.
Tuesday and Thursday

10 a.m. to 6 p.m.
Wednesday and Friday

10 a.m. to 4 p.m.
Saturday

Closed Sunday and Monday

During the Holiday season, F.A.O. Jewelers (both locations), are open every day between Thanksgiving and Christmas Eve.

The second thing that you notice is the building is much larger than one would think, looking from the street. F.A.O. Jewelers in Brighton has grown to become Livingston County's largest fine jewelry store. With recent renovations inside the store they have increased the jewelry selection by adding even more showcases to feature new custom made pieces. The store now has over 50 showcases, filled with wonderful jewelry selections of all kinds.

"If you haven't been in our store before, and you love jewelry, you owe it to yourself to just stop in and browse around" invites Lisa.



Submitted Photos

John Okoniewski, owner of FAO Jewelers in Brighton and Hartland, watches diamonds being cut by an expert craftsman during a recent trip to Antwerp, Belgium.

"I guarantee you'll be impressed with our selection. Just about every client who comes into our store comments that we have double or triple the inventory of other local stores they have visited in the area. Our clients are so happy we have the selections and styles that they are looking for."

F.A.O. Jewelers hand makes jewelry on premise in Brighton and will also offer all the same services in Hartland.

"We are assisting our clients daily to design the jewelry of their dreams" explains John. "We are proud to have the best jewelry craftsmen around, who help our clients design the jewelry first by drawings, then by wax, and finally by casting in whatever met-

als they chose. Then hand making the jewelry after the casting process. Our custom made jewelry is something we are very proud of and we know we are creating pieces our clients will love and pass down as heirlooms."

In addition to making their own jewelry, F.A.O. Jewelers also carries many top designer lines of jewelry from around the country. The designer list includes A. Jaffe of New York, Gelin and Abaci tension set jewelry out of California, ASBA out of Florida, and one of the newest lines is Caro 74, also out of New York.

"One thing we are proud of is all of these designer lines produce and manufacture all of

second location in Hartland

their pieces in the United States" explains John. "Just like in every industry, there is so much outsourcing for low labor costs to China in the jewelry business. But these designer jewelry lines we carry employ U.S. workers who make every piece, and Made in America is very important to us."

The new Caro 74, is a designer line of jewelry that boasts diamonds with 74 facets versus the traditional 58. This patented unique cutting achieves fantastic fire and brilliance out of the diamond. This is a new line which John and Lisa just added to the store after seeing it at the largest annual jewelry conference in Las Vegas this past June. They feel



that this new line will be a great asset to their business.

Diamond Specialist

What F.A.O. Jewelers has really become known for is their great selection of diamonds and fair pricing.

"Ever since we opened, we have had a great love and passion for selling only the best diamonds at the best possible price" tells John.

John regularly travels to Antwerp, Belgium to buy loose diamonds for the stores inventory.

"More finished cut diamonds are sold through Antwerp, Belgium than anywhere else in the world" explains Lisa. "John works

really hard when he goes to find the best diamonds to bring back to our store, and offer them at the best value to our clients. If it wasn't worth taking the time and effort to travel 5,000 miles he wouldn't do it."

The diamonds F.A.O. Jewelers carries offer the best cutting proportions and the best possible fire and brilliance. This is referred to in the industry as the Ideal Cut. Their inventory ranges from 1/4 carat diamonds offered for \$300.00, up to diamonds over the 3 carat mark for \$30,000.00 and everywhere in between.

Larger diamonds 4 carats and above are sent in for client viewing from F.A.O.'s suppliers as requested, at no charge.

John is a gemologist, with multiple certifi-

cates from the Gemological Institute of America, based in Carlsbad, California. This is the most respected institution to learn all about diamonds from formation, to mining, and eventually to the cutting process.

John is planning his Fall diamond buying trip for the middle of November. When he travels to Antwerp, Belgium he will buy diamonds for both the Hartland and Brighton stores. He will also hand-pick diamonds for clients who have asked him to do so, prior to his annual



buying trip.

So, if you are in the market for anything with diamonds: ring, earrings, pendant, or bracelet, now is the time to talk to John before he leaves so you can order the perfect diamond for you, in the price range you want.

Everyday Fair Pricing

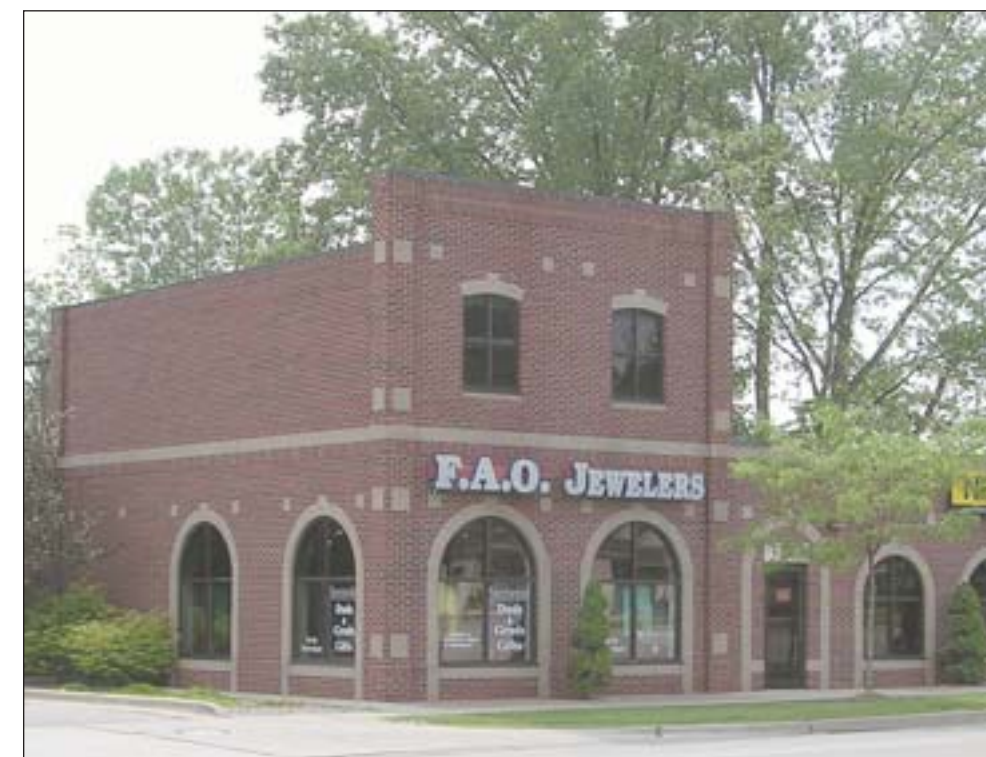
Since day one, F.A.O. Jewelers has had the same idea in regards to pricing their merchandise.

"We simply start by putting a fair price on our diamonds and jewelry" Lisa states. "We don't play the game that many jewelers and other retailers do, by marking their items up really high, then marking them down so everything is always on sale. These types of stores are just trying to hook people by over-using the word 'Sale', to get people into the store. We don't agree with that type of retailing, so we don't do it. Clients tell us all the time that our regular price is the same or better than sale prices they have seen in other stores."

F.A.O. Jewelers prides itself on having fair pricing from the start. In 15 years they have built a reputation on trust and honesty, most of all — integrity.

Services Offered

- On-site jewelry repair
- Watch batteries installed while you wait
- Watch service and repair — any brand
- Insurance appraisals — done same day with an appointment
- Free professional jewelry polishing and inspection
- The most compentant jewelry repair around — "People bring us the repairs other stores couldn't or wouldn't do!"
- Interest-free financing up to 12 months
- Financing options where you can buy a \$2,000 ring for \$80 per month (For example, lower and higher options also available)



F.A.O. Jewelers Brighton store is located at 333 W. Grand River Ave., in Brighton.



F.A.O. Jewelers' new store in Hartland is located at the corner of Old U.S.-23 and M-59 in the Fountain Square Plaza



Photo by CYNTHIA GROCHOWSKI/DAILY PRESS & ARGUS

The friendly and knowledgeable staff at FAO Jewelers in Brighton and Hartland prides themselves on offering customers fair pricing and serving them through a reputation of trust, honesty and integrity.