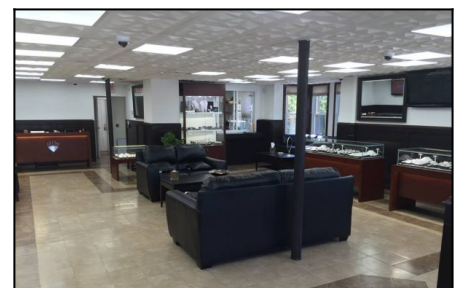


A & A Jewelers – 25 years of “customer first” service, in- house design and customization, affordable prices

Nothing marks a special occasion in more grand a fashion than a gorgeous stone set to precious metal. Whether an anniversary, wedding, birthday, or just as a way to say “I love you.” one of the first gifts that most people think of is a piece of jewelry.

This is in spite of the DeBeers conspiracy that many people will rattle off at the mention of the word “diamonds” or “precious stones.” Even those who are aware of this story still acknowledge the powerful message that is sent when someone is gifted with a set of diamond earrings, or holds a giant “rock” while down on one knee asking for a hand in marriage. No matter what the price is – \$1 or \$ million dollars – the dramatic effect is the same. The number is irrelevant, the message, that aforementioned effect, and the timeless moment is ultimately all that matters.



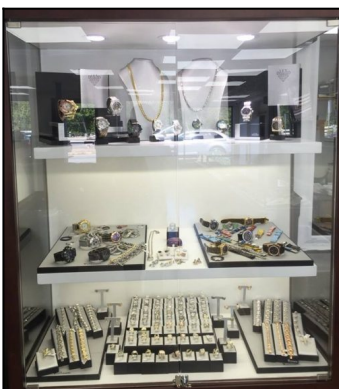
A&A Jewelers are not re-sellers: they manufacture, redesign, customize and repair.

When it comes to jewelers it seems that there is one on every other corner. They aren't exactly as rare as the gems they are offering. This ubiquity has its benefits: supply and demand determines the sales price. The more competition there is among jewelers the lower the sales price – we'll simply walk or drive to the next jeweler down the road.

Even if your prices are fair, to stay competitive you have to go beyond price. You need to offer superlative customer service – an old-world style of taking care of the customer. You not only want to be treated like VIP, but you want to develop a relationship, particularly one where you can trust the jeweler – after all, you may spend a substantial amount of money.

So, once you find a jeweler with a fair price, fantastic customer service and one that you can trust – they *are* as valuable -and rare – as the precious stones they are selling.

One place that can contribute its success to all these positive characteristics is the family owned and operated A & A Jewelers at 279 State Road in North Dartmouth. (Some of you may recall it as the old Mr. Tux.) While the location is a new spot, A & A Jewelers are hardly new to the industry. They have been serving the community for well over 20 years now. Family is the inspiration for owner and master jeweler Alex and he hopes to be able to continue to serve for another 20 years or more, by passing the business down from family member to family member.

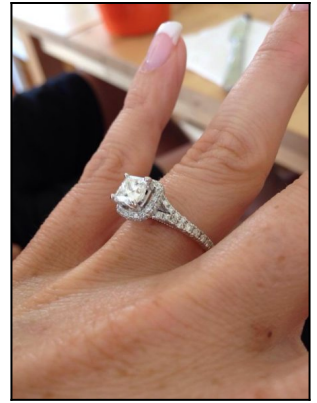


*A&A Jewelers
carries an
astounding
variety of rare,
uncommon and even
unique pieces of
jewelry.*

What separates A & A Jewelers from most other jewelers is the old world customer service, family values, and professionalism that everyone on staff exhibits. Brett, A & A Jeweler's floor manager, is extended family and cherry picked by Alex because he has the same values. When the owner and manager of a business have these values, they trickle down to the rest of the staff.

What also places them ahead of the pack is that they are not re-sellers of jewelry – since Alex is a master jeweler that means **all** of the jewelry is made and repaired in-house and they don't need to send anything to an appraiser. It's done in-house as well and in many cases the alterations and repairs are done while you "Wait and Watch."

You not only have a destination to purchase world-class jewelry, but you are not subject to someone else's standards. A & A Jewelers can customize, alter, or redesign jewelry and ring settings to your specifications, desires and budget. Because a piece does not have to be sent off to a middle man and then returned this gives A & A Jewelers the ability to sell diamonds below wholesale price or that which you will see at other jewelers.



*Could your
finger be next?*

Being certified appraisers, a member of the Jewelers' Board of Trade, the Better Business Bureau and the New York Diamond Dealers' Club means that you can trust that the prices they offer are more than fair. If that doesn't convince you, 25 years in business, over 7,500 regular customers, and their stellar Facebook Reviews should!

Alex, Brett and the rest of the staff at A & A Jewelers want a relationship – they have a passion for what they do and want to be your jeweler for life. While Alex feels that the reason his business took off in the beginning was the the affordable prices and the customization, he is convinced that the biggest factor is how they treat their customers. That's what started him on his road to success and maintained him on that road. There is a direct connection.

If you're looking for a jewelry shop that can be trusted, has a desire to build a long-term relationship, is not a re-seller, but manufacturer, and has a wealth of experience in the industry, you need look no further than A & Jewelers. They are not a chain store, but local. We at New Bedford Guide are big fans of "Shop, local, shop small!" 25 years and 7,500 customers can't be wrong. Being one of the 7,500 customers I can speak from personal experience. This place that specializes in rare and uncommon gems is a rare gem itself.

A & A Jewelers

279 State Road

Dartmouth, Massachusetts, 02747

Phone: (508) 992-5320

Email: aajewelersinc@gmail.com

Mon-Fri: 9:00 am-7:00 pm

Sat: 9:00 am-6:00 pm

Facebook: facebook.com/AAJEWELERSINC/

Twitter: twitter.com/aajewelersinc

Website: aajewelersinc.com/

ngg_shortcode_0_placeholder
