

# ISAAC JEWELERS



Isaac Jewelers is a bastion of luxury in Scottsdale, Arizona, as their motto implies, "Isaac Jewelers, where quality, elegance and luxury come together." Owner Frank Isaac has been a cornerstone of the Scottsdale business community since 1996. His first store, located among Scottsdale's famous Fifth Avenue shops, set the Isaac Jewelers precedence and standards for customer service and quality products.

Frank's desire to consistently provide his customers with more than they expected led him to become a professional in the realm of custom-designed jewelry, showcasing it at their second fine jewelry boutique in Scottsdale's upscale Kierland Commons. Two years after the opening of the Kierland Commons location, the family impressed the Scottsdale shopping community with another luxurious location, Isaac Jewelers at the Scottsdale Waterfront in 2006. In September 2008, Isaac Jewelers newest addition opened its doors: Isaac Jewelers, The Watch Co., in close proximity to the flagship store

at Kierland Commons. The Watch Co. specializes in fine timepieces, stunning and precise, by trusted brands including Maurice Lacroix, Montblanc, Versace, and Baume & Mercier.

Marble floors, crystal chandeliers and mahogany showcases grace each Isaac Jewelers location. It is here where their clients are welcomed into a well-appointed setting which allows them to browse the finest watches in the world. Isaac's featured brands include Bedat & Co., Jacob & Co., Oris and Philip Stein among others. Isaac's custom-designed jewelry is displayed among the world's best-known brands including Baccarat, Judith Ripka, Stephen Dweck and many, many more. In addition to a strong celebrity following, Isaac Jewelers assists Scottsdale and the surrounding region with celebrating their life's milestones with memorable, unique and finely made gifts from the world's best brands.

"At Isaac, you can expect the unexpected," says owner Frank Isaac. "Not only do we carry more unique, and the

largest variety of jewelry in Scottsdale, but we choose to do business very differently. We are a family owned business and we make it our priority to make each customer's experience special. We strive to provide our customers with more than they expect and to uphold our high standards of customer service and quality. At Isaac Jewelers, you're not just a customer—you're a friend and become part of the family."

Growing up in Damascus, Syria, the son of a military father and a devoted stay-at-home mother, Frank had always been taught that the value of a good education was immeasurable. And the United States, he decided, was the best place to receive such an education. So at the tender age of seventeen, Frank came to New York to attend college – equipped with nothing but a one-way ticket, five hundred dollars, and a fierce will to succeed on his own. It wasn't long before a major relocation brought Frank to Arizona State University.

Determined to put himself through school unassisted by his parents, he worked tirelessly, at times holding down two jobs at once. Thanks to his intense focus and discipline, he completed his degree in finance within just two and half years rather than the traditional four. Now, armed with a degree, he was ready to take on the next challenge: business ownership. With just \$18,000 he opened his first store, Brown Avenue Gifts. Its eclectic collection of Native American and modern art and jewelry was a runaway success, and within eight short



kept fully apprised of the latest trends and technologies, all Isaac sales associates attend monthly training sessions. Each manager is a certified gemologist or diamontologist (an educated professional with a discerning eye and a thorough knowledge of fine jewelry), ready to help customers select the perfect heirloom-quality piece. For everyone on the Isaac Jewelers staff, customer satisfaction is top priority, and their dedication helps build lasting relationships with the ones they serve.

months, Frank had managed to triple his investment. He sold it, soon opening his second business, AZ Gallery. It was also well-received, and proved to be a stepping stone to what would become Frank's most successful business venture: Isaac Jewelers.

Between the tried-and-true brands, the exciting up-and-comers, and the custom jewelry, he says, there's something for everyone – whether someone is looking to spend \$400 or \$100,000. Since many of the brands are exclusive to Isaac Jewelers, it's easy to find a one-of-a-kind creation. An ever-changing inventory means that customers are always met with the newest and hottest styles. But make no mistake – though the selection may be diverse, one thing never varies: quality. Frank's rigorous standards apply to his employees, as well. "We carry brands with complicated mechanisms, so they have to understand what they're doing," he says. To ensure that each staff member is

"Our clientèle is very loyal, because we treat them like friends and family," says Frank. That means going the extra mile, whether it's making a special delivery or extending an invitation to an in-store wine tasting party.

No matter where you are in Scottsdale, Isaac Jewelers' family of fine jewelry and watch experts are nearby and ready to serve. Customers may visit Kierland Commons and experience both the select jewelry and watch boutique specialty shops, or stop by the Scottsdale Waterfront design studio for the latest in traditional, contemporary, and award-winning jewelry. ☺



## WATCH BRANDS

Anonimo	IceLink
Aquaswiss	Jacob & Co.
Armand Nicolet	Jaermann & Stubi
B.R.M.	Leonard
Baume & Mercier	Manometro
Bedat & Co.	Maurice Lacroix
Bertolucci	Meccaniche Veloci
Carl F. Bucherer	Momo Design
Charriol	Montblanc
Corum	Officina Del Tempo
Curtis & Co.	Oris
Damiani	Philip Stein
Dubey &	Polanti
Scheldenbrand	T.B. Buti
Dunamis	Toy Watches
Glam Rock	U-Boat
Gruvelli	U-Boat
Hello Kitty	Versace
Ice Tek	Welder

## LOCATIONS

Kierland Commons  
15044 N. Scottsdale Road  
Suite #130  
Scottsdale, AZ 85254  
Phone 480.941.9090

The Watch Co. @ Kierland  
15034 N. Scottsdale Road  
Suite 100  
Scottsdale, AZ 85254  
Phone 480.306.6033

Scottsdale Waterfront  
7135 E. Camelback Road  
Suite #135  
Scottsdale, AZ 85251  
480.292.8866

[www.isaacjewelers.com](http://www.isaacjewelers.com)