



A Smarter Way to Sparkle

INTERVIEW BY MELISSA LARSEN

Frank Isaac, of Isaac Jewelers, shares his picks for Father's Day gifts, what's next for his luxury company and details on his partnership with Smart Cut.

AFM: *Isaac Jewelers is the exclusive local dealer of Smart Cut diamonds. What is Smart Cut?*

FI: Smart Cut is a new dimension and innovation within the diamond industry. To put it simply, a Smart Cut diamond is big. It has the look of a larger diamond without the expense of the added weight.

AFM: *What are the benefits of Smart Cut?*

FI: Value – When size matters, a Smart Cut diamond makes the most of its weight. It can look as much as 30 percent larger than other diamonds of the same carat weight. Certification – Smart Cut diamonds are certified by the most prestigious diamond grading labs in the United States, including the Gemological Institute of America and the American Gem Society. Variety – The consumer is not limited to one diamond shape or quality. Smart Cut diamonds are available in all diamond shapes, colors, clarities and carat weights. They exhibit the same twinkle, brilliance and fire that make diamonds so precious and popular. Clarity Plus – Smart Cut diamonds are free from visible inclusions located directly on the table of the diamond. Lifetime Trade-up – Smart Cut diamonds will maintain their value toward the purchase of a larger Smart Cut diamond. Conflict Free – We can guarantee that Smart Cut diamonds come from sources not involved in funding conflict and are in compliance with the United Nations resolutions.

AFM: *Why did you opt to partner with Smart Cut in 2009?*

FI: We wanted to be able to provide the consumer with what they were asking for. A bigger look at a better value. The kind of diamond that will produce a wide-eyed, amazed reaction of “Wow, he got this diamond for me!”

AFM: *What is your advice for someone looking to purchase a diamond?*

FI: Every diamond is like a snowflake. No two are exactly alike. It's important to compare diamonds side-by-side with other diamonds. When you see the difference size makes, you'll understand why we choose to sell Smart Cut diamonds.

AFM: *Are there any trends that you are experiencing in the fine-jewelry world?*

FI: Yes. The color of gold keeps changing from white to yellow to rose but still white gold is what we sell the most, and we have two vendors that we teamed up with, K.C. Designs and Afarin. Both are trendy brands, and they make affordable daily-wear jewelry like initials, love signs, crosses, etc. That is the trend now.

AFM: *What tips do you have for someone looking for a jewelry item or watch for a Father's Day gift?*

FI: Just get a simple gift that Dad can wear all the time. A simple watch, like Hamilton or CT Scuderia, or clean jewelry piece and not over-the-top, like Zancan or Scott Kay.

AFM: *Isaac Jewelers has been around for 15 years. What is the most rewarding aspect of your career?*

FI: It gives me a great pleasure when I see a newlywed couple who I helped years ago designing their wedding rings, and now I'm working on their kids' high school graduation gift or sweet 16 gift. We are a family involved in our customers' family lives, and I love their loyalty.

AFM: *What's coming up next for Isaac Jewelers?*

FI: We are working on our own bridal line partnering with Smart Cut with unique, affordable and beautiful designs. Production is in place, and product is already in the store.

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