



Frank Isaac

@ISAACJEWELERSAZ

Jewelry is often the centerpiece of milestone occasions: engagements and weddings, Sweet 16 birthdays, anniversaries. And for the past 25 years, Frank Isaac, owner and designer of Scottsdale's Isaac Jewelers, has been the one creating many of these glistening masterpieces for local celebrators. "Customers think of me as family. It's all about trust first," he says. Isaac Jewelers specializes in wholesale diamonds, custom jewelry and watches, though Isaac says custom bridal jewelry is what he adores most. "I truly enjoy what I do and love the fact that I can put a big smile on a bride-to-be or a couple who wanted to redo their old jewelry," he says. Isaac first dove into the jewelry industry with a small boutique in Old Town in 1996; as of 2003, customers have gotten to know his fine jewelry at his high-end Kierland Commons shop. As he looks to the future in jewelry, he foresees smart-cut diamonds taking a hold of the industry, calling them the "hottest thing" he sells exclusively in Scottsdale. "It's a diamond larger by the table so our 1-carat looks like a 1.25 and our 2-carat looks like 2.50. [The diamonds are] less money because you pay by weight and are a larger diamond by look."