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# WELCOME to Isaac Jewelers

**A**t Isaac, you can expect the unexpected. Not only do we carry more unique - and the large 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 to uphold our high standards of customer service and quality. At Isaac Jewelers, you're not just a customer - you're a friend and part of the family.

In addition to our wide selection of dazzling fine jewelry, we offer the largest selection of name-brand and hard-to-find watches available. You can select jewelry from such exquisite designer lines as Judith Ripka, Philippe Charriol, Tycoon and Damiani, along with quality Swiss timepieces from Carl Bucherer, Maurice LaCroix and Baume & Mercier. Highlighting our brand new watch boutique are exciting new designs by TB Buri, Philip Stein, U-Boat and Diamon Watches by Dunamis. Both jewelry locations continue to offer our signature service of the finest custom creations at Scottsdale's most affordable prices.

No matter where you are in Scottsdale, our family of fine jewelry and watch experts are nearby and ready to serve. Visit Kierland Commons and experience both our select jewelry and watch boutique speciality shops.

Please come and experience the Isaac family tradition of fine jewelry excellence. We look forward to meeting you and welcoming you into our family.



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*Storied diamonds*<sup>SM</sup>, diamonds rich with a historical past, are upcycled diamonds that already exist in today's world market. The story of diamonds is continuous, like our logo, no matter where you enter the circle; you are part of the change. When you are ready to begin the next chapter in your life, we help you sell your diamonds or buy sustainable diamonds from our collection. Avilan<sup>SM</sup> donates a percentage of each purchase or sale to a selected charity.

*Avilan* Storied Diamonds<sup>SM</sup>, making a difference: One diamond, one story at a time...



Learn more about sustainable diamonds at [avilandiamonds.com](http://avilandiamonds.com)

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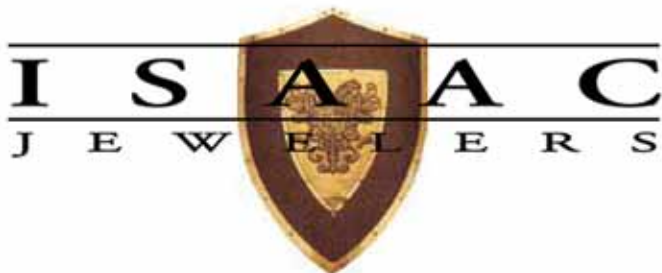
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THE EXTRAORDINARY STORY OF ISAAC JEWELERS





Stories like Frank Isaac's are the stuff that American dreams are made of. At just 36 years old, he is a husband and father and the owner of a successful jewelry empire, living a life he's passionate about in a city he loves. You'd be hard-pressed to find a person who wouldn't aspire to do the same. But what makes Frank's story special is the sweat, tears and toil that went into its creation.

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 minimum-wage jobs from Taco Bell to Toys 'R' Us, 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 a 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 - none of it handed to him - he opened his first store, Brown Avenue Gifts. Its eclectic collection of Native American and modern art and jewelry was a runaway success. Within eight short 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. He opened the first branch, a small 1500 square foot space in Kierland Commons, at the end of 2003. Though his space was modest, he filled it with rich cherry wood, lavish Italian marble and extraordinary details. The hardest part of setting such a lofty precedent, says Frank, was persuading esteemed, upscale brands to take a chance on displaying their collections in a small startup store. After all, despite his previous successes in business, he was still a little-known presence: no influential partners, no investors, just a man with a vision and a passion for fine jewelry.

But Frank had never been one to shy away from a challenge, and this was no exception. His sincere, earnest ambition led even the most prestigious designers to take a chance on him - Philippe Charriol, for example, whose exquisite pieces can only be found at Isaac Jewelers and Neiman Marcus. With thirteen designers on board from the beginning, Frank's store was off to a promising start.

Fast-forward to today; in four years since opening day, that "promising start" has blossomed into a thriving enterprise. The initial thirteen-brand inventory has expanded considerably, and Isaac Jewelers now carries over 60 name brands. Frank hand-selects each line, striving to bring his customers an array of unique pieces. In the spirit of his own story, Frank also features many new

The sparkling success of Isaac Jewelers could be attributed to many things: dedication, perseverance, and business savvy, just to name a few. But Frank acknowledges that none of it would have been possible without the unfaltering support given by the people closest to his heart. His parents provided him with a strong, stable upbringing and an abundance of love, instilling the values and ethics he would need to excel. And, says Frank, there's more credit due: to his wife, Marlen, who has stood solidly behind him as their business has grown and expanded - and given him two beautiful children in the process. Frank realizes how much his loved ones' belief in him has helped in the achievement of his goals. "Everything I do is based on them," Frank says. "Their images are always in my head."



designers, eager to prove their talents as the “next big thing.” Between the tried-and-true brands, the exciting up-and-comers, and the custom jewelry, he says, there’s something for everyone. Since many of the brands are exclusive to Isaac Jewelers, it’s easy to find one-of-a-kind creations. And 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, two things never vary at Isaac’s: Quality and service.

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 kept fully apprised of the latest trends and technologies, they 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. For everyone on the Isaac Jewelers staff, customer satisfaction is top priority, and their dedication helps build lasting relationships with the ones they serve.

“Our clientele 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.

Even with business flourishing, there’s no way you’ll find Frank bowing out to enjoy the fruits of his labor, after all, it’s a labor of love, and he’s as hands-on as ever. Though he’s no longer the boy with \$500 in his pocket and a lofty vision in his head, he possesses the same drive and determination that brought him to where he is today. His success didn’t come easy, but every ounce of effort, every extra shift and lost hour of sleep paid off handsomely for Frank Isaac - and for his valued customers, who reap the shining benefits.

# CORNELIS HOLLANDER



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Frank Isaac - Owner of Isaac Jewelers



Carl F. Bucherer



Montblanc



Philip Stein

## HIGHLINE LIVING

### ISAAC JEWELERS: ONE GREAT SETTING

by David M. Brown

Frank Isaac has all facets covered.

Frank Isaac, the owner of Isaac Jewelers, offers Scottsdale's most luxurious collection of fine jewelry and one-of-a-kind custom designs. Located at Scottsdale's upscale Kierland Commons, Isaac Jewelers has been family owned since 1997 and offers an unmatched collection of name-brand watches and exclusive designer jewelry.

With the largest selection of premium certified diamonds in Arizona, Isaac Jewelers offers every shape, size, color, and clarity for immediate selection. Frank guarantees the lowest competitive prices while extending unprecedented service in a relaxed, elegant setting.

The recent 3,000-square-foot-store expansion includes a private diamond viewing room with state-of-the-art lighting for

optimal viewing conditions, and a certified diamondologist is available for assessments and immediate appraisals. Experienced fine jewelry professionals make up a staff known for their commitment to customer service, and product availability allows customers to find exactly what they are looking for.

Representing noted designers such as Judith Ripka, Damiani, Tacori, Charrjol, and Imperial Pearls, Frank guarantees his timeless inventory to be superior in quality and craftsmanship. Fine Swiss timepieces are available from such renowned manufacturers as Carl F. Bucherer, Baume & Mercier, Ernst Benz and Maurice LaCroix.

Innovations in modern watch design are reflected by Isaac Jewelers' celebration of new and exciting names such as



U-BOAT



3,000-square-foot Showroom



Kierland Commons Store Front



U-Boat, Philip Stein and Jacob & Company. A master watchmaker completes most watch repairs within 48 hours, and watch batteries are changed while you wait.

Frank Isaac has also created an exciting new market of previously owned diamonds priced at 30-50 percent off current market prices. "These diamonds are exquisite and pristine, having performed stunningly for their previous owners," he says.

Jewelry design experts are happy to assist customers with ideas for new creations, most of which take less than two weeks to complete. Necessary wax carvings are provided at no additional charge, and all work is 100 percent guaranteed.

Jewelry repairs, restorations and routine maintenance are performed by Isaac's master jeweler, using the newest and most up-to-date products and techniques available. This ensures that your valuables are returned to you in accordance with your instructions, in a very timely manner, and, most importantly, in perfect condition.

Frank is actively involved in the community and has pre-

viously donated proceeds from many store-related events to worthy causes. The recent Re-Grand Opening event in September was a benefit to support the Phoenix East Valley Rotary Club, a nonprofit organization whose mission is to provide for Valley School Districts through supportive funds for "Students of the Month."

Says Frank: "We are so happy to support The Rotary Club this year, whose activities include a Christmas gift luncheon for underprivileged children as well as maintaining a charitable presence in an orphanage located in Arequipa, Peru. This time of the year is certainly for sharing, and it is with great joy that I wish to share good tidings and season greetings to all of our valued customers and good friends at Highline Autos."

Isaac Jewelers is open 10 a.m. to 8 p.m. Mondays through Thursdays; 10 a.m. to 9 p.m. Friday and Saturday; and noon to 6 p.m. Sundays.

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dia/fancy yellow .80ct/  
\$9360

Oval Diam Ring/by Isaac/  
Cntr 4.5ct VS2-G/Yellow  
Trapz 2ct/smnl oval 3.86ct  
(designed by Isaac)  
\$78950



House of baguette/  
ear/18k/2.12ct white  
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Judith Ripka/  
Pendant/18ky/.83ct/  
Canary crst  
\$5600



House of baguette/Ring/  
.77ct wht dia/.86ct  
yellow/18k  
\$9330

Diam Studs by  
Isaac/2.67ct/18k  
(designed by Isaac)  
\$11050



Okada/blk diam  
hoops/3.59ct/wg  
\$2950



Judith Ripka  
18ky/2.50ct/  
\$7200



White gold/Glasses/Dia 4.70ct/  
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