A.J. Klein Jewelers Highlights BULOVA Sponsorship of Rockefeller Center Christmas Tree Event

December 04, 2025

SHELTON, CT - December 04, 2025 -
A.J. Klein Jewelers has drawn attention to BULOVA's sponsorship role in the Rockefeller Center Christmas Tree lighting ceremony, connecting local jewelry offerings to a national holiday tradition. The event features the annual tree lighting broadcast, with BULOVA contributing as a sponsor for associated activities.

Established in 1992, A.J. Klein Jewelers functions as a family-owned business in Shelton, specializing in fine jewelry and timepieces. The store carries BULOVA watches in Shelton, CT, among its selections from various designers. This partnership allows access to precision timepieces that align with holiday gifting periods.

The sponsorship involves BULOVA supporting the Star Choir contest, where a selected high school choir performs during the Christmas in Rockefeller Center broadcast. For 2025, the Franklin High School GoldN'Blues choir from New Jersey received the honor. BULOVA, along with NBC and Telemundo, provided a $5,000 donation to the school's music program. Additionally, each participating student obtained a BULOVA watch as part of the sponsorship.

This involvement extends beyond financial support, emphasizing community engagement through musical performance at the tree lighting. The Rockefeller Center Christmas Tree, a symbol of holiday festivities, draws millions of viewers and visitors annually. BULOVA's participation underscores the brand's connection to time-honored traditions, with the tree lighting occurring on December 3, 2025.

A.J. Klein Jewelers, as a retailer of BULOVA products, ties into this event by offering related timepieces locally. Customers visit the store for selections that include watches suitable for gifts or personal use. The sponsorship highlights how national brands collaborate with local businesses to reach communities.

In addition to timepieces, the store provides diamonds and custom designs. Loose diamonds enable personalization in jewelry creation. Bridal options encompass engagement rings and wedding bands, crafted in materials such as white gold and platinum.

Custom services modify existing items, incorporating elements from heirlooms into new pieces. Consultations facilitate these transformations, preserving original aspects while updating styles.

Repair work addresses resizing, polishing, and component fixes. Watch services include battery replacements and adjustments. Appraisals establish values based on industry criteria.

A customer described assistance in choosing a watch, noting the staff's explanation of features. Interactions like this occur as part of daily operations.

Community events at the store include an ear piercing clinic set for December 7, from 2:00 to 4:00 p.m., with required appointments.

Designer partnerships, such as with Gabriel & Co. and Uneek Fine Jewelry, offer varied ring styles, including halo and antique-inspired settings.

The business, founded by Alan Klein, has operated for 33 years, serving multiple generations with jewelry needs.

Custom designs sometimes merge components from several items into one cohesive piece. This approach accommodates requests for blended traditions.

Repairs extend to chains and clasps, utilizing standard practices. The facility enables on-site completion for many tasks.

Holiday periods see increased interest in proposals, with engagement rings available for customization.

Selections consider diamond characteristics like cut and clarity.

Viewing options for stones and mountings forms part of the guidance process.

"The BULOVA sponsorship of the Rockefeller Center Christmas Tree event demonstrates brand commitment to holiday traditions and community support," said Alan Klein, owner of A.J. Klein Jewelers. "Local retailers benefit from these national initiatives by providing access to featured products."

The sponsorship's significance lies in fostering educational programs through donations and gifts, enhancing the event's impact on participants. This aligns with broader efforts to promote the arts in schools.

Operations at A.J. Klein Jewelers continue to adapt, incorporating partner activities into local contexts.

"This connection to the Rockefeller Center event allows community members to engage with national celebrations through available timepieces," said Alan Klein, owner of A.J. Klein Jewelers. "It reflects ongoing collaborations in the industry."

A.J. Klein Jewelers serves as a family-owned operation in Shelton, CT, focusing on fine jewelry, diamonds, custom designs, and repairs. Since 1992, collaborations with designers have supplied pieces for diverse requirements.

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For more information about A.J. Klein Jewelers, contact the company here:A.J. Klein JewelersAlan Klein(203) 929-3300ajkleinjewelers@gmail.com866 Bridgeport Ave, Shelton, CT 06484

A.J. Klein Jewelers

Welcome to A.J. Klein Jewelers! We provide personalized service and expert repairs, including custom designs and appraisals. Since 1955, our family has built lasting relationships in our community.

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