Ara Karkazian Watch & Jewelry Company Highlights Expert Guidance on Selecting Meaningful Jewelry Gifts for Anniversaries

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Ara Karkazian Watch & Jewelry Company has shared comprehensive insights into choosing jewelry as gifts to mark significant relationship milestones, drawing from decades of experience in the industry. This guidance emphasizes the role of precious items in symbolizing enduring commitments, with recommendations tailored to various anniversary years. The company, known for its expertise in diamonds, gems, and watches, provides this information to assist individuals in making thoughtful selections that honor personal achievements.

The resource outlines traditional and modern gift associations alongside corresponding gemstones for each anniversary. For the first year, gold jewelry aligns with the traditional paper theme and modern clocks. The second year features garnet with cotton and china. Pearls accompany leather and crystal or glass for the third. Blue topaz corresponds to fruit or flowers and appliances in the fourth. Sapphire pairs with wood and silverware for the fifth. Amethyst relates to candy, iron, and wood in the sixth. Onyx connects to wool or copper and desk sets for the seventh. Tourmaline matches bronze or pottery and linens or lace in the eighth. Lapis aligns with pottery or willow, and leather for the ninth. Diamonds feature prominently with tin or

aluminum in the tenth.

Continuing the progression, turquoise accompanies steel and fashion jewelry for the eleventh year. Jade pairs with silk or linen and pearls in the twelfth. Citrine corresponds to lace and textiles or furs for the thirteenth. Opal relates to ivory and gold jewelry in the fourteenth century. Ruby aligns with crystal and watches for the fifteenth. Peridot connects to China and platinum in the twentieth century. Silver marks the twenty-fifth with silver in both traditional and modern categories. Pearls feature in the thirtieth alongside diamonds. Emerald pairs with coral and jade in the thirty-fifth. Ruby dominates the fortieth in both categories. Sapphire appears for the forty-fifth. Gold signifies the fiftieth with the golden jubilee. Alexandrite accompanies emerald for the fifty-fifth. Diamonds conclude with the sixtieth and diamond jubilee.

This structured approach reflects the company's commitment to educating customers on meaningful traditions. As a jewelry store in Fresno, CA, Ara Karkazian Watch & Jewelry Company integrates this knowledge into its offerings, ensuring selections resonate with personal stories. The guidance extends beyond anniversaries to encompass other occasions where jewelry serves as a lasting token.

Ara Karkazian, co-owner and certified master watchmaker, noted the timeless appeal of such gifts. "Selecting a piece that aligns with anniversary traditions allows individuals to create lasting memories through items that endure over time," said Ara Karkazian. His background in watchmaking, including graduation from the Watchmakers of Switzerland Training and Educational Program, informs the company's approach to combining functionality with sentiment.

Lena Karkazian, co-owner with 30 years in the jewelry business, emphasized the personalization aspect. "Custom designs enable customers to incorporate specific gemstones or styles that reflect their unique journeys, turning standard gifts into cherished heirlooms," said Lena Karkazian. She handles bespoke creations and pearl stringing on site, contributing to the company's reputation for distinctive pieces.

In addition to gift guidance, the company maintains a state-of-the-art workshop for repairs and restorations. Master watchmakers handle everything from battery replacements to complete overhauls, serving both local and mail-in clients. The pre-owned watch department features brands such as Rolex, Patek Philippe, and Cartier, all restored with a five-year guarantee on functionality. Jewelry services include custom designs, laser inscription, and appraisals, supported by memberships in organizations like the American Watchmakers and Clockmakers Institute, Jewelers of America, and the Gemological Institute of America.

The company's history dates back to 1978 as a modest watch repair business. Ara Karkazian purchased it in 1990 from his brother George, having worked there since his teenage years. Together with Lena Karkazian, they expanded the showroom multiple times, creating a 3,000-square-foot boutique in northwest Fresno. This growth established it as the Central Valley's engagement ring headquarters, with an extensive selection of

bridal jewelry, loose diamonds, and fashion pieces.

Community involvement remains a core element, with participation in local non-profit activities. The family-owned operation combines over 70 years of experience between Ara and Lena Karkazian, alongside master watchmaker Zohrab Megerdichian. This team ensures a comfortable, non-pressure environment for customers seeking engagement rings, anniversary bands, or corporate gifts from brands like Citizen and Baume & Mercier.

Customer feedback underscores the company's dedication. Individuals praise the knowledgeable staff, efficient repairs, and high-quality selection. One testimonial highlights the loyalty earned through consistent service, even from former residents who continue to send items for maintenance.

Ara Karkazian Watch & Jewelry Company operates as a premier resource for jewelry and watches in the region. It specializes in sourcing fine brands and unusual pieces while offering expert services. The focus remains on building trust through impeccable service, from initial consultations to after-sales support. This approach positions the company as a trusted partner in commemorating life's happiest moments.
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Ara Karkazian Watch & Jewelry

We are known as the Central Valley?s Engagement Ring Headquarters and are the premier go-to jeweler for everything bridal. With our incredible selection of loose diamonds and bridal jewelry, we have been ?Rocking her world? for more than 40 years.

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WATCH AND JEWELRY COMPANY