Ara Karkazian Watch & Jewelry Company Showcases Engagement Rings for Holiday Proposals

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FRESNO, CA - December 05, 2025 -
Ara Karkazian Watch & Jewelry Company has highlighted a selection of engagement rings suitable for holiday proposals, aligning with seasonal trends where such milestones often occur around Christmas and New Year's Eve. This focus draws from the company's position as a provider of bridal pieces in the Central Valley, responding to patterns observed in customer inquiries during the end-of-year period. The initiative includes presentations of various designs to assist individuals in marking significant commitments.

According to industry sources, December consistently holds the highest number of engagements each year. This statistic underscores the popularity of holiday proposals, influencing the company's emphasis on engagement rings that incorporate diverse styles, such as the east-west marquise design. These pieces combine diamond settings with metalwork to create options that suit different preferences. Engagement rings remain a core element of the inventory, supported by the sourcing of loose diamonds and gemstones. This selection enables choices that reflect personal narratives during festive times.

In conjunction with this emphasis, the company has scheduled its Holiday Showcase for December 11, 2025, from 2 p.m. to 8 p.m. The event provides an opportunity to view these items alongside other jewelry and

watches, with refreshments including drinks and hors d'oeuvres. A raffle for dinner for two at a local bistro adds to the gathering, allowing participants to explore collections in a relaxed setting.

Ara Karkazian, co-owner and certified master watchmaker, addressed the significance of these selections. "Engagement rings chosen during the holidays often carry added meaning, symbolizing new beginnings amid celebrations with family and friends," said Ara Karkazian. His background, informed by graduation from the Watchmakers of Switzerland Training and Educational Program, contributes to the company's approach in pairing timepieces with bridal items.

Lena Karkazian, co-owner with 30 years in the jewelry industry, discussed the role of customization. "Personalized elements in engagement rings allow couples to incorporate details that represent their shared experiences, enhancing the proposal's impact," said Lena Karkazian. She oversees custom designs and pearl stringing on premises, ensuring adaptations meet individual specifications.

The company's jewelry services in Fresno include a workshop for jewelry and watch repairs, ranging from battery replacements to full restorations for local and mail-in clients. Pre-owned watches from brands like Rolex, Patek Philippe, and Cartier receive restoration with a five-year guarantee on functionality. Additional offerings encompass appraisals, laser inscriptions, and redesigns, supported by memberships in the American Watchmakers and Clockmakers Institute, Jewelers of America, and the Gemological Institute of America. These affiliations confirm adherence to industry standards.

Established in 1978 as a watch repair business, the company came under Ara Karkazian's ownership in 1990. In collaboration with Lena Karkazian, the operation expanded to a 3,000-square-foot boutique in northwest Fresno. This growth established it as a resource for bridal jewelry, loose diamonds, and fashion pieces in the region.

The team, including master watchmaker Zohrab Megerdichian, brings over 70 years of combined experience to support selections for anniversary bands, corporate gifts, or timepieces from brands like Citizen and Baume & Mercier. Community participation through support for local non-profits remains part of the activities.

Customer responses reflect the focus on service and selection. Feedback notes the staff's guidance in choosing pieces and the dependability of maintenance work, with long-term associations demonstrated by continued use of remote services.

Ara Karkazian Watch & Jewelry Company continues to source distinctive items while providing

comprehensive support. By showcasing engagement rings in Fresno, CA, for holiday proposals, the company addresses seasonal interests while maintaining commitments to craftsmanship and customer relations.

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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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