Ara Karkazian Watch & Jewelry Company Announces Holiday Showcase Event

December 05, 2025

FRESNO, CA - December 05, 2025 -
Ara Karkazian Watch & Jewelry Company has announced its Holiday Showcase, an in-store event scheduled for December 11, 2025, from 2 p.m. to 8 p.m. The event presents selections of fine jewelry and watches appropriate for seasonal gifting, responding to patterns in holiday proposals and celebrations. This gathering aligns with heightened interest in meaningful pieces during the year-end period.

The showcase includes refreshments such as drinks and hors d'oeuvres, along with a raffle for dinner for two at a local bistro. Participants can examine various collections, including those suitable for engagements, as the holiday season frequently coincides with such milestones.

Bridal jewelry in Fresno, CA, holds a key position in the event, featuring designs such as east-west marquise rings from Simon G. These items address preferences for proposals around Christmas or New Year's Eve, blending traditional and modern aesthetics. The company leverages its experience in sourcing diamonds and gemstones to provide options that accommodate different tastes for notable occasions.

Ara Karkazian, co-owner and certified master watchmaker, discussed the event's purpose in aiding

selections. "The Holiday Showcase creates a setting for discovering pieces that commemorate significant life events, ranging from daily wear to enduring commitments," said Ara Karkazian. His training from the Watchmakers of Switzerland Training and Educational Program underpins the company's integration of timepieces with jewelry presentations.

Lena Karkazian, co-owner with 30 years in the jewelry sector, addressed the customization focus. "Tailored designs permit the inclusion of distinct elements, rendering bridal jewelry a representation of personal narratives during the holiday time," said Lena Karkazian. She manages custom projects and pearl stringing, contributing to the creation of individualized items.

The company's services extend to a workshop for watch repairs, covering battery replacements to comprehensive restorations, serving local and remote clients. Pre-owned watches from brands like Rolex, Patek Philippe, and Cartier undergo restoration with a five-year functionality assurance. Jewelry offerings include appraisals, laser inscriptions, and redesigns, bolstered by memberships in the American Watchmakers and Clockmakers Institute, Jewelers of America, and the Gemological Institute of America. These affiliations validate the company's standards in craftsmanship and ethical practices.

Originating in 1978 as a watch repair operation, the business transitioned under Ara Karkazian's ownership in 1990, building on his prior involvement. In partnership with Lena Karkazian, they enlarged the premises to a 3,000-square-foot location in northwest Fresno. This expansion solidified its role in providing engagement rings and related sets in the Central Valley, augmented by loose diamonds and other pieces.

The staff, encompassing master watchmaker Zohrab Megerdichian, collectively offers over 70 years of experience. This proficiency supports an educational and relaxed atmosphere for choosing items like anniversary bands or timepieces from brands such as Citizen and Baume & Mercier. Engagement with community non-profits forms part of the company's activities.

Patron comments reinforce the emphasis on quality and service. Feedback frequently cites the staff's expertise in selections and the reliability of repair services. One long-term client, David Arebalos, described Ara Karkazian's knowledge as beyond that of an expert after 15 years of association. Such responses indicate ongoing relationships, with past residents continuing to use mail-in services.

Ara Karkazian Watch & Jewelry Company upholds a dedication to acquiring unique items while delivering thorough assistance. The Holiday Showcase extends this commitment, furnishing an opportunity to view collections in a festive context. Events like this respond to seasonal interests while maintaining benchmarks in selection and artistry.

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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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