Ara Karkazian Watch & Jewelry Co. Highlights Diamond Narratives as World Diamond Day Approaches

March 30, 2026

FRESNO, CA - March 30, 2026 -
Ara Karkazian Watch & Jewelry has noted the upcoming observance of World Diamond Day on April 8. The Natural Diamond Council designated the date to encourage the sharing of personal stories connected to natural diamonds and to mark the significance of the gems in life events.

The family-owned business has operated in Fresno since 1978. It began as a watch repair shop and has developed into a resource for diamonds, gems, and fine jewelry. Customers have long sought the company for items that mark engagements, anniversaries, and other milestones.

Lena Karkazian, Co-Owner of Ara Karkazian, said, ?Many customers share how their diamonds represent specific moments such as proposals or family traditions. World Diamond Day provides an occasion to reflect on those connections across the industry.?

The Natural Diamond Council described the day as a collective movement shaped by personal milestones and meaningful stories. April 8 holds special meaning as the month when diamond serves as a cherished birthstone, and the number eight represents infinity in some ancient traditions.

Ara Karkazian has worked in the watch and jewelry field for more than 40 years. He purchased the store in 1990 after starting there as a teenager. Lena Karkazian has contributed 30 years of experience focused on diamond selection and custom work. The couple has expanded the location over time to accommodate a larger inventory while preserving a straightforward approach to service.

The company maintains selections of loose diamonds and completed jewelry pieces. It also provides repair services for both jewelry and watches. On-site capabilities include pearl restringing and basic watch adjustments. For more complex work, the team handles restorations and overhauls.

Ara Karkazian, Co-Owner of Ara Karkazian, added, ?Our team has supported customers through many years by focusing on the pieces they bring in and the occasions those pieces represent. Participation in an event such as World Diamond Day aligns with the conversations that occur daily in the store.?

The business has built its operations around consistent practices in the selection and care of items. Team members draw on years of hands-on involvement rather than external claims of recognition. Educational materials available in the store cover standard topics such as diamond characteristics and jewelry care to assist customers with decisions.

The store occupies a 3,000-square-foot space in northwest Fresno. Inventory includes contemporary styles, bridal collections, and timepieces. Watch services cover battery replacements, strap changes, and full restorations performed by certified personnel. Jewelry repairs address customer-owned items with attention to detail.

Community involvement has included participation with local nonprofit organizations over the decades. The company has also maintained affiliations with professional groups in the jewelry and watchmaking fields. These valuable connections have supported continued familiarity with industry practices and the latest innovations.

As April 8th, 2026, approaches, the company plans to acknowledge the day through its regular customer interactions. The focus remains on the role diamonds play in documented life events, celebrating love and cherished memories, rather than on any single promotion. Staff will continue to assist individuals seeking information about gems, their history, and their care.

Ara Karkazian Watch & Jewelry operates as a family-owned business established in 1978. The company has provided jewelry and watch products and services in the Fresno area for more than four

decades. Its activities center on selection, repair, and guidance related to diamonds, gems, and timepieces.
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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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