

Valobra Master Jewelers Marks Continuation of 120-Year Family Tradition in Fine Jewelry

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Valobra Master Jewelers has maintained operations as a fourth-generation family business specializing in custom fine jewelry and repair services. Established in 1905 in Torino, Italy, the company now conducts business from locations in Houston, New Orleans, and Lugano, Switzerland. Owner Franco Valobra oversees the continuation of the family craft that originated in Piazza San Carlo.

The business focuses on the creation of one-of-a-kind pieces through a collaborative process with clients. Consultations allow for the development of designs using 14 karat or 18 karat gold, often incorporating diamonds. Clients may also request the transformation of existing jewelry, such as converting a vintage wedding band into a new engagement ring setting. This approach preserves materials while adapting them to contemporary preferences.

Repair work forms a core part of the services. Technicians perform ring resizing, including some engagement ring adjustments, completed within one day when possible. The company handles restoration on pieces not originally produced in its workshops and conducts karat verification as part of the evaluation process.

One signature offering is the Love is a Puzzle collection. These 18K gold bracelets feature interlocking links handcrafted to represent unity and connection. The design draws on the company's Italian heritage in metalwork while presenting a modern interpretation suitable for marking personal milestones.

Franco Valobra, owner, said, "The history of the Valobra Jewelry Atelier dates back to 1905, beginning in Piazza San Carlo in Torino, Italy. As the fourth generation, the focus remains on creating pieces through traditional methods passed down in the family."

Services extend to bracelets, necklaces and pendants, earrings, and timepieces. Clients engage in private consultations to review options, including items not currently in stock. The process emphasizes precision in fabrication and attention to the structural details that ensure durability.

Valobra continued, "Clients become family at Valobra Master Jewelers through the shared process of bringing designs to life."

The multi-location structure supports access for clients across different regions while upholding uniform standards in craftsmanship. In Houston, the store occupies a site in the River Oaks area. Operations in New Orleans and Lugano follow the same principles established in the Italian origins.

The craftsmanship sequence typically starts with detailed discussions to capture client specifications. Designs are refined, materials selected, and fabrication executed by hand. This method produces items that reflect both the client's input and the accumulated techniques of four generations.

Jewelry serves various roles, from commemorating events to personal expression. Valobra Master Jewelers contributes by facilitating the production of pieces that incorporate client-chosen elements. The emphasis on custom work distinguishes the output from standardized manufacturing.

As a longstanding family enterprise, the company draws on expertise developed since the early 20th century. Franco Valobra applies this background in assessing gems, designing settings, and overseeing production. The approach prioritizes consistency with the standards set by previous generations.

Community involvement has included support for local initiatives over multiple years, though specific activities vary. The business participates in the broader jewelry sector by maintaining practices rooted in European traditions within the United States and Swiss markets.

Valobra Master Jewelers operates with a commitment to the methods that have sustained the family business for more than a century. The fourth-generation leadership ensures the continuation of hands-on techniques in design and repair.

Valobra Master Jewelers is a family-owned fine jewelry business founded in 1905 in Torino, Italy. Now in its fourth generation under owner Franco Valobra, the company specializes in custom one-of-a-kind jewelry creation, heirloom transformations, and repair services from locations in Houston, New Orleans, and Lugano, Switzerland.

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For more information about Valobra Master Jewelers, contact the company here: Valobra Master Jewelers Franco Valobra (713) 961-4500 inquiry@valobrajewelry.com 2150 Westheimer Houston, TX 77098

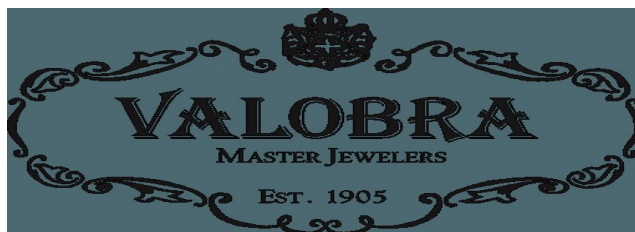
Valobra Master Jewelers

At Valobra Master Jewelers, creating jewelry is a 120-year-old family tradition, beginning in 1905 in Torino, Italy. Being the fourth generation master jeweler, Franco Valobra continues this legacy by creating the most exquisite one-of-a-kind pieces.

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