


# Elite Fine Jewelers Bolsters On-Site Bench Jewelry Capacity to Meet Arizona Spring Proposal Demand

*April 21, 2026*

TEMPE, AZ - April 21, 2026 -

Elite Fine Jewelers has announced the expansion of its technical team, integrating additional specialized personnel into its on-site bench jewelry department. The increase in capacity comes as Arizona enters the spring proposal season, a period traditionally marked by a rise in custom engagement ring commissions and bridal jewelry maintenance.

In the Southwest, the spring months of March through May represent a peak window for outdoor engagements due to the state's temperate climate. This seasonal surge has prompted Elite Fine Jewelers to prioritize its on-site fabrication capabilities, ensuring that the manual handcrafting of custom bridal designs remains efficient during the industry's busy second quarter. By adding to its roster of experienced jewelers, the company maintains its commitment to in-house production rather than outsourcing to high-volume casting houses.

While much of the modern jewelry industry has moved toward automated manufacturing and

mass-production casting, Elite Fine Jewelers continues to emphasize traditional bench techniques. The presence of multiple on-site jewelers allows the company to utilize "cold work" methods, such as hand-forging and manual drawing of wire, which can result in a more durable finished product.

"The spring season in Arizona creates a specific timeline for couples planning engagements," said a spokesperson for Elite Fine Jewelers. "With the increase in custom inquiries, expanding our on-site bench capacity was a strategic necessity. Having additional specialized hands at the bench allows us to maintain direct oversight of the entire fabrication process, from the initial metal alloy mixing to the final setting of the center stone, without compromising on the technical precision required for bridal jewelry."

The Arizona landscape presents unique environmental considerations for jewelry longevity. The transition from the mild spring into the extreme summer heat, combined with the prevalence of outdoor activity in the region, requires jewelry that is built for durability. Hand-forged settings, worked by a bench jeweler, often possess a higher metal density than cast pieces, making them more resistant to the structural "shifting" that can occur with daily wear in fluctuating temperatures.

The on-site department currently focuses on several core technical services:

Structural Hand-Forging: Utilizing traditional hammers and anvils to shape gold and platinum, a process that hardens the metal and increases its resistance to scratches and deformation.

Precision Stone Setting: Each diamond is hand-secured under high magnification. This is particularly vital for modern elongated cuts like oval, pear, and marquise shapes, which require specific prong placement to protect the stone?s points.

Antique Restoration: Modernizing family heirlooms by reinforcing worn shanks or replacing aging prongs to ensure they are secure for a new generation.

On-Site Component Assembly: Building multi-part "head" and "shank" designs manually to ensure a seamless fit that automated machines often struggle to replicate.

Current market data for the Arizona region indicates a sustained preference for 18k yellow gold settings and a diversifying interest in both certified natural and lab-grown diamonds. Elite Fine Jewelers maintains a specialized inventory of GIA and IGI-certified stones to accommodate these preferences. The on-site team is trained to handle the specific thermal properties of various metal alloys, ensuring that custom designs are not only aesthetically aligned with current spring trends but are also structurally sound.

Elite Fine Jewelers specializes in luxury jewelry, offering engagement rings, diamonds, watches, and estate jewelry to customers throughout Arizona. The company maintains its showroom in Tempe, on Scottsdale Rd, providing both certified natural and lab-grown diamonds. Their expanded bench jewelry department focuses on the manual creation, maintenance, and repair of fine jewelry, offering residents access to traditional craftsmanship. By keeping the fabrication process entirely in-house, the company provides a transparent and collaborative environment for clients seeking custom jewelry solutions. For more information on custom services and seasonal inventory, visit the Elite Fine Jewelers website.

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## Elite Fine Jewelers

*Elite Fine Jewelers is family-owned with 70 years of excellence in fine jewelry. They have GIA, EGL or IGI certified diamonds and their experts have extensive experience in assessing the value of fine jewelry, diamonds, watches, and coins.*

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