



## **Middleton Jewelers Continues Custom Jewelry Design and Repair Services in the Madison Area**

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Middleton Jewelers has provided jewelry repair services, custom jewelry design, and gold buying in the Madison area for decades as a family-owned business. The shop at 6629 University Ave, STE 104 in Middleton continues operations with a focus on personalized pieces and ongoing client support.

Owner Manny Soin leads the business alongside his wife and two children. Born and raised in Milwaukee, Soin has incorporated influences from international travel into the design process. The team creates items such as engagement rings that incorporate family heirlooms, including diamonds or gemstones from previous generations, to mark personal milestones.

Services include ring sizing, prong re-tipping, stone setting, professional appraisals, and rhodium plating. These procedures address maintenance needs for existing pieces while maintaining their condition. The business also purchases gold and offers consultations for custom projects.

The operation maintains involvement with local organizations that address education, arts, health, and community development in the Madison region. Participation includes support for youth programs, schools,

hospitals, and cultural events, as well as membership in several area chambers of commerce and professional associations. These activities reflect participation in regional initiatives without specifying individual entities in detail.

Branding incorporates the white tiger and lotus flower. The white tiger connects to themes of individuality in design, while the lotus flower aligns with concepts of transformation in creating jewelry from materials. These elements guide the approach to each project.

Middleton Jewelers offers both in-person visits and virtual consultations through Zoom or FaceTime. Clients can share details remotely for guidance on designs, repairs, or appraisals. This option supports accessibility for those unable to attend the showroom in person.

"Decades of work in custom design and repair have shown the importance of understanding each client's personal connection to their jewelry," said Manny Soin, owner of Middleton Jewelers. "We collaborate to develop pieces that reflect individual stories and heritage through careful attention to materials and techniques."

Soin added, "Our family team continues to support the Madison area by participating in local efforts while maintaining focus on quality service and craftsmanship in every interaction."

The business works with materials including yellow gold, white gold, gemstones, and diamonds for both custom creations and collections. Items range from engagement rings to pieces for daily wear and special occasions. Lifetime service covers ongoing care for purchased items.

As a family-operated shop, Middleton Jewelers emphasizes direct client relationships throughout the selection and creation process. This model has contributed to repeat business from individuals and families in the region. Operations draw on accumulated experience in handling diverse requests from simple adjustments to complex custom work.

The shop addresses various needs in the fine jewelry category, from initial consultations to final delivery and follow-up care. Designs aim to balance aesthetic preferences with structural integrity for long-term wear. Gold buying provides an additional service for clients seeking to convert items into other forms.

Middleton Jewelers remains active in the local economy as a provider of specialized jewelry services. The business continues to adapt offerings to client requests while upholding standards in design and repair. Virtual options expand reach beyond the physical location without replacing in-person experiences for those who prefer them.

Community participation forms part of ongoing activities, with involvement in programs that benefit residents across Dane County. These efforts complement core operations in jewelry services and contribute to broader regional connections.

The business looks ahead to sustained service for clients seeking custom solutions or maintenance for existing collections. Focus remains on factual processes such as material selection, technical execution, and client collaboration in the Madison area.

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For more information about Middleton Jewelers, contact the company here: Middleton Jewelers Manny Soin 608-831-5656 info@middletonjewelers.com 6629 University Ave STE 104, Middleton, WI 53562

### **Middleton Jewelers**

*As Madison's premier destination for fine jewelry, our family-owned shop specializes in creating custom engagement rings that perfectly capture your unique relationship.*

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