

In the Marketplace

By Nicole Canfora, photo by Dan Epstein

The Jeweler with a Following

Not many small businesses can claim a roster of literally thousands of loyal customers—but Valley Jewelers is one of them. For more than a decade, customers have been returning time and again to the Upper Montclair jeweler for the same quality craftsmanship, friendly sales staff, and superb service that brought them in the door the first time.

Although jeweler Craig Edward Brady purchased the business just 13 years ago, he has three decades of experience. The main “face behind the counter,” Brady has an expertise and dedication to quality that have resulted in that loyal customer base.

“I’m in awe of how loyal our customers are,” says his wife, Maureen, who manages the buying and marketing for the store. “Thousands of people have been with my husband for 10, 15, even 20 years. People trust him, and in the jewelry business, that’s a tremendously important factor.”

Valley Jewelers prides itself on its low-pressure sales, excellent service, and fine quality of merchandise. But it doesn’t end there.

“Valley Jewelers isn’t just about selling pieces out of a case,” Maureen explains. “We’re a full-service, soup-to-nuts store. We do it all.” That includes custom design, appraisals, repairs, heirloom restoration, and gold reclamation. Customers also feel at ease knowing that most repairs are done on the premises.

Valley Jewelers sells precious and semi-precious gems, gold and silver, as well as antique estate jewelry. “We offer quality workmanship at competitive prices,” she says. “Fine jewelry in all price ranges is our claim to fame.”

Yet one thing you won’t find at Valley Jewelers is a snooty atmosphere. “People say it feels more like a Soho gallery,” Maureen notes. “We don’t want to intimidate people. We want a relaxed and welcoming atmosphere.”

Walk through the front door and you’ll be met with a cup of cappuccino or a glass of champagne. Then you can peruse the jewelry displayed in cherry-wood cases, with price tags in full view (no embarrassing questions needed). You won’t be pressured because the salespeople don’t work on commission. What they offer instead is knowledge; many of them have been with Valley Jewelers for years.

And each customer is treated with the same respect—no matter how



Jeweler and owner
Craig Brady of
Valley Jewelers

*Arrive with a simple gem—
leave with priceless custom jewelry.*

much they plan to spend. “Someone could be picking up a \$60,000 necklace or a \$50 gift,” says Maureen. “They’ll still walk out with something wonderful. And they will still become a valued customer.”

For those interested in custom-designed jewelry, Craig Brady works with customers from idea to execution.

“Some customers arrive knowing exactly what they want,” Maureen says. “Others arrive with a jewel, and no idea what they want.”

In that case, Brady gets a feel for the person’s style and sketches a proposal piece. Once approved, the design moves to a wax mold, then metal casting, polishing, and setting. And ultimately, the customer who arrived with a simple gem walks out with a gorgeous custom-designed piece of priceless jewelry. ▲

Valley Jewelers

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