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Leonardo Jewelers Re-Opening Shows that Luxury Retailers Can Succeed in Elizabeth and that the American Dream Still Lives

ELIZABETH, NJ, Nov 29, 2007-- Leonardo Jewelers, one of the country's most respected high-end jewelers, re-opened its newly expanded and remodeled Elizabeth store on 829 Elizabeth Avenue tonight with great fanfare. The event was packed with lifelong customers, city officials, and community leaders. Mr. Leonardo Zeik, the founder of the business was present with his wife and five children who now own and run the business.

The Mayor of Elizabeth, J. Christian Bollwage, officiated the ribbon cutting ceremony where he said, "Leonardo Jewelers is an example how spectacular retailers can thrive in our city." Michael Zeik, one of the five siblings owners of Leonardo Jewelers, used the ceremony to explain why his family decided to keep their store in Elizabeth. "This is the city that gave our family a chance. It is where we started the business. We will not abandon this city that allowed our family to achieve the American dream."

Leonardo Jewelers is a perfect example of the health of the American dream. It was founded more than 45 years ago, by a then recently arrived Cuban immigrant, Mr. Leonardo Zeik. Leonardo started selling jewelry door to door to augment his factory wages and he, and subsequently his children, built the business into one of the country's finest jewelers. The business has succeeded because it does not following the pack. At the event, Michael said, "We don't want to imitate anyone else in this business. We want to offer different styles. When a customer is purchasing jewelry, it is usually to demonstrate love to the most important people in their life. As such, jewelry should be as exquisite as the love it represents." As one browses through the store, it quickly becomes apparent that the jewelry and watch selection is truly marvelous.

Leonardo Jewelers now operates two stores. One is in Elizabeth and the other is in Red Bank. It also has exceptional relationships with some of the finest diamond and gem stone sources, giving it unfettered access to exquisite stones at reasonable prices. The store also offers a breathtaking selection of South Sea pearls. Custom designed jewelry is also available along with complete jewelry and watch repair services. The Elizabeth store is authorized to sell watches from Rolex, Cartier, Breitling, Cuervo y Sobrinos, Baume & Mercier, TAG Heuer, Philip Stein, Frederique Constant, and Tissot. It also offers designer jewelry from John Hardy, Doris Panos, Aaron Basha, Sasha Primak, and Antonini.

Clearly, Leonardo Jewelers demonstrates that successful luxury retailers can be found in Elizabeth. It also is a testament to a tried and true recipe: hard work and offering great service and products still leads to success in America as Leonardo and his children can attest.