

Good Company: Alexander J. Bongiorno, Creative Jeweler

Family business focuses on unique pieces, creative solutions

For information about this advertising feature call 586-977-7577.

When Alexander J. Bongiorno started a job repairing jewelry after graduating from high school, it was the beginning of more than a career – it was the foundation of what would become a family legacy.

With a flare for the artistic, Bongiorno soon turned from repairs to creating beautiful handcrafted jewelry and in 1949, decided to open his own business, Alexander J. Bongiorno, Creative Jeweler in Troy.

Sixty-one years later, the family patriarch continues to create award-winning jewelry using old-world craftsmanship for the Troy business, where he's now joined by his four children: Alexia, who also designs pieces; Michael, who repairs jewelry and sets gems using the same tools and techniques as his father; and David and Julie, who help run the business.

With more than 125 years combined experience working at the jeweler's bench, the Bongiorno family prides itself on providing creative solutions for clients who want something more than what's commonly found at jewelry stores.

"If you see it in every other store, you will not see it at Bongiorno," Alexia says. "Although we are a small store, we pride ourselves on having an eye for good design in selecting the jewelry we carry.

"Our pieces are specially selected with care to carry the Bongiorno quality name."

Made in Michigan

The family focuses on using

products and materials made in the U.S. and especially Michigan – something it says customers appreciate, along with the personalized and knowledgeable service offered.

"We help educate the client on the quality and craftsmanship of jewelry, so our client can make an educated jewelry decision," Alexia says. "We are not on commission, so there is no hard sell. We just want the purchase to be exactly what the recipient wanted. We answer all questions and concerns.

"Our shop is on the premises, so customers can speak to the jeweler who would be creating or repairing their piece of jewelry."

When creating jewelry, Alexia sits down with clients, using their ideas, hers or both.

When setting diamonds, Michael addresses any concerns regarding the security of gems and also is known for fixing pieces other jewelers cannot.

Staying On-Trend

According to Alexander, customers are welcomed into the store and made to feel like family, no matter how big or small their jewelry need.

"Trust is most important in the jewelry industry because we handle people's most sentimental possessions," he



Good to Know

■ Alexander J. Bongiorno, Creative Jeweler was founded in 1949 and is located in the lobby of Columbia Center, 101 W. Big Beaver Road in Troy. The store specializes in unique and custom-made pieces, and jewelry repair.

■ Alexander's daughter, Alexia, has created LEXI, her own line of handcrafted beads for charm bracelets. Her first bead, "Enchanted Forest," was one of 13 entries out of 6,000 chosen for an honorable mention in Trollbeads People's Choice Contest 2010.

■ To find out more, call 248-689-7766 or visit www.bongiornojewelers.com.

says. "Our customers find comfort

in knowing we have been around over 60 years and that we will treat their items with the utmost care. We address the issues that are important

to them in selecting or creating that special piece of jewelry."

The family also ensures clients are offered the latest trends. One of the biggest now is bead bracelets, especially Italian glass and silver, which inspired Alexia to create

her own line of beads called LEXI. All are Michigan-made, handcrafted, handfinished and signed. The beads come in sterling silver or 14-karat rose gold and fit Trollbeads, Pandora and Chamilia bracelets.

"Each bead has a name, and

some are even reversible. No other bead manufacturer does this. They have been flying off the shelves as word has spread on bead blogs and forums and the Internet," says Alexia, adding the beads are selling to customers around the world.

Founder Alexander J. Bongiorno and his children Julie (seated), Michael, (standing, from left), David and Alexia, are dedicated to providing creative, beautiful pieces for clients of Alexander J. Bongiorno, Creative Jeweler in Troy.