



J.C. GRIER



GLADYS GRIER

Generations of Griers leave legacy

Gadsden landmark closes its doors after 68 years



GLADYS AND J.C. GRIER

GRIER JEWELERS was a landmark in Gadsden, Alabama, with two generations of the Grier family serving the jewelry needs of the city and surrounding area for decades.

Established in 1941 by J.C. and Gladys Grier, the fine jewelry store on Broad Street was an integral part of the community and served generations of loyal customers who eventually became friends.

When J.C. and Gladys passed on, their sons, Garry and Marvin, continued the family tradition of service with integrity and grew the business. When Garry became ill, Marvin assumed full ownership of Gadsden's oldest jewelry store with his wife, Julie.

Through the years, the Griers adjusted to growth and change in their business, and further change propelled the family to move in yet another direction. With the wholehearted support of their three grown children, Marvin and Julie decided to leave the jewelry store behind and were ready for a new adventure in their lives.

This is not a retirement, but a change of direction for the Griers. The degrees awarded Marvin by the GIA and AGS will help determine his paths to the future.

For a business that had such a rich, 68-year history and longtime family ties, it was difficult to consider closing the store forever. Grier Jewelers had been good to Marvin and Julie and to his brother and parents before them, but it was time for change.

Their concerns were alleviated when they contacted Wilkerson and Associates about conducting a going-out-of-business sale. As the nation's leader in transitional events for retail jewelers, Bobby Wilkerson and his team made the sale a rewarding experience for the Griers and allowed them to leave their business on a high note.

Marvin and Julie thanked Wilkerson and Associates and all of their loyal store employees for helping to make the event such a huge success. Wilkerson's ability to bring together the people and products that are best suited to a particular store led to a successful closing and ultimately, a smooth transition.

The closing brought the end of an era, and neither Broad Street, nor Gadsden, will be the same without Grier Jewelers. Marvin Grier and his family leave behind their business leadership, integrity and friendship to a city where they will always be remembered.



MARVIN AND JULIE GRIER

CONTACT WILKERSON AND ASSOCIATES

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