

# After 100 years at the same location, Albert's Jewelers builds the ultimate store!



The Halpern family – Fred, Charlie and Josh, owners of **Albert's Jewelers in Schererville, Indiana** – had a brilliant idea. They would create the ultimate, most spectacular jewelry store imaginable. Their store would sell the most magnificent diamonds and the finest jewelry in the world; but what would set it apart from all the others would be its incredibly intimate atmosphere. The Halperns envisioned a setting where couples could relax by a warm fire, watch football on a wide-screen TV, enjoy their favorite cocktail at a wet bar, play their favorite song on a baby grand piano or even sing karaoke. Their goal was to make the thousands of customers who, through the years, had grown to know and trust them, feel like family. But in order to make this revolutionary idea a reality, they were going to need a much bigger store.



Albert's Jewelers as one of the most prominent stores in the nation. But, as the store grew, Fred wanted to take the extraordinary customer service Albert's was famous for, a step further – to build his ultimate dream store.

In an effort to raise enough money to build this ultimate store, Fred, Charlie and Josh conducted a moving sale. Their intention was to bring in new customers and help them raise the capital they needed. With the help of Wilkerson and Associates – the experts in

At their new location, Albert's Jewelers continues to be committed to their surrounding communities. They regularly donate to charities such as The Multiple Sclerosis Foundation and the Northwest Indiana American Cancer Society, and are actively involved in many local school systems. In addition, the Halperns continue to live by their staunch philosophy to always make the customer happy.

Fred Halpern is thrilled with the success that Albert's Jewelers has seen throughout the years:



*The incredibly intimate atmosphere  
sets Albert's apart from all other jewelry stores.*

transitional events for retail jewelers – the Halperns nearly doubled the money they expected to raise, and in November of 2002 their dream became a reality.

The new Albert's Jewelers is located at 711 Main Street in Schererville, Indiana, about ten miles from their original location in East Chicago. Its showroom is over 5,000 square feet, more than twice the size of the original store's showroom of 1,700 square feet. Inside, the store looks just as the Halperns envisioned, complete with a wide-screen TV, a fireplace, a wet bar and much, much more. It even has an on-site service department for jewelry and watch repair.

"Our success has been based on a single premise – 'don't change the recipe for the soup'. There is only one ingredient for the soup: do whatever it takes to make the customer happy, period! Our dedication to our customers and our recognition of our civic responsibility has helped us to make all of our dreams come true."

**ALBERT'S JEWELERS**

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For more than 100 years, Albert's Jewelers had been located in downtown East Chicago – a small town in Indiana that was once the heart of America's steel industry. In 1960, Fred Halpern purchased the store and built on its reputation for honesty and for always providing customers with the area's finest jewelry and services. It was then that he began to build on his philosophy, which has always been to do whatever it takes to make the customer happy, and to continually give back to the community. Adhering to this philosophy helped to establish