

Long Jewelers Announce Launch of Kronaby Timepieces and *World Diamond Magazine* Feature

Virginia Beach-based Long Jewelers has announced the launch of Kronaby, a new line of Swedish timepieces. The classically designed timepieces are now exclusively available to Long Jewelers area customers.

Established in September of 2015, the timepieces of Kronaby have quickly gained the attention of the watch industry by utilizing traditional watchmaking techniques, while integrating modern “smartwatch” capabilities. Available now at Long Jewelers, the watches of Kronaby give users the chance to prioritize notifications, add additional time zones to the face of the watch, and use a step tracker, along with an array of other innovative and convenient features.

When asked about the launch of Kronaby at Long Jewelers, general manager Jon Walp said, “we are very excited to offer Kronaby to our Virginia Beach customers. These smartwatches are not only elegant, but also useful to help balance our daily lives. We’re sure everyone is going to love them!”

In addition to the launch of Kronaby timepieces, Long Jewelers is honored to have been featured in *World Diamond Magazine’s* Summer 2017 issue. After being named a curator of the Museum of Diamonds earlier in the year, Long Jewelers was mentioned in the magazine for their relationship with the museum, and their service in the registering and preserving diamonds for their Virginia Beach area customers.

For more information on the Kronaby timepieces or their Museum of Diamonds curator services now available at Long Jewelers, please call 757.498.1186 or visit them at their Virginia Beach, Virginia showroom.

About Long Jewelers:

An award-winning designer and graduate from Virginia Commonwealth University's School of Jewelry Design, David Long takes an active, hands-on approach to his craft of 40 years. He personally oversees four full-time jewelers, a C.O.S.C. certified master watchmaker, a team of G.I.A. graduates and an actual diamond cutter; all under one roof. Even with all of the attention focused on the designer lines, David hasn't forgotten the basics: Good Customer Service and Value. He prides himself on being one of the few jewelers in the Tidewater area that offers everything from onsite custom jewelry design to jewelry, watch and eyeglass repair, done in-house. Long Jewelers is also the largest direct importer of diamonds in the area, including the Lazare Kaplan Ideal-Cut Diamond, "The World's Most Beautiful Diamond", Forevermark, Hearts on Fire, “The World’s Most Perfectly Cut Diamond”, as well as selling diamonds at wholesale prices. David Long is always happy to answer questions about products and services and

encourages his customers to connect with Long Jewelers via email at info@LongJewelers.net or by phone at (757) 498-1186.