
Waterfall Jewelers Announces Opening of New Waterford Showroom

After five months of renovations at the bank building, the jewelry retailer is ready to open the doors to its new free-standing Waterford location. Join the Waterfall Jewelers staff for its opening today, September 3rd.

WATERFORD, Michigan, September 3, 2019

(Newswire.com) - Today, September 3rd at 10 AM, Waterfall Jewelers celebrated 40 years of business with the opening of their new free-standing jewelry showroom in Waterford.



The Waterford store hours will be as follows:

- Monday - Wednesday: 10AM - 6PM
- Thursday: 10AM - 8PM
- Friday: 10AM - 6PM
- Saturday: 10AM - 5PM

The original Waterford store, a mainstay in the city's Waterfall Plaza, was established by founder Thomas F. Brown Sr. back in 1979. Starting today, dedicated clients and new customers alike can visit the retailer's [new location](#) at 5619 Dixie Hwy. in the bank building between the Waterfall Plaza and Our Lady of the Lakes.

Shoppers will delight in the newly remodeled building, which includes a dedicated space for the Jewelers Bench. This section of the store will house cutting-edge technology the master jewelers on staff will use to repair, maintain, and [create](#) jewelry for their clients. [Timepiece](#) aficionados will be elated to discover their favorite designs from MICHELE, ORIS, and Shinola, three new luxury watch brands that will be available at the new Waterford store.

Stop by the new Waterford location from Tuesday, September 24th to Saturday, September 28th for the company's Grand Opening Week. To kick off the celebrations, the retailer will be holding a ribbon cutting ceremony at the brand-new store on the 24th. Make sure to stop by on the 28th for Waterfall Jewelers' grand opening celebration as well! They have lots of surprises planned, so make sure to check out the Facebook page for more details as the day draws nearer.

In honor of Waterfall Jewelers' 40th anniversary, the retailer will also host an Anniversary Giveaway in October with the grand winner receiving \$4,040.40. Those interested in entering can visit the new Waterford location before then to sign up.

For more information on [Waterfall Jewelers'](#) new store opening in Waterford or their Grand Opening Week, contact the retailer by sending an email to staff@waterfalljewelers.com or calling the Waterford location at (248) 623-9422.

About Waterfall Jewelers

With two locations in Waterford and White Lake, Waterfall Jewelers is a Michigan-based jewelry retailer that is passionate about customer care and fine jewelry. The company was originally founded by Thomas F. Brown, Sr. in 1979, and it has remained a family-owned operation in the years since. In addition to sourcing high-end [bridal](#), fashion, and watch brands for its discerning clientele, Waterfall's dedication to the [local community](#) shows in its "Batteries for Charity" program, where customers are encouraged to make a donation to a local charity in lieu of payment for their watch battery replacement.

To learn more about the brands available, services offered, or events hosted by Waterfall Jewelers, get in touch by calling their Waterford showroom at (248) 623-9422 or their White Lake store at (248) 698-1200.

Source: [Waterfall Jewelers](#)

Additional **Links**

- [Waterfall Jewelers website](#)