

# Long Jewelers

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## ALOR Releases Four Limited Edition Designs to Celebrate 40th Anniversary

The news was announced at the Couture Jewelry Show in Las Vegas last month, with 160 total pieces available for lovers of the brand.

VIRGINIA BEACH, Virginia, July 15, 2019 (Newswire.com) - ALOR, a designer jewelry collection offered by Long Jewelers at their Virginia Beach showroom, celebrates its 40th anniversary this year.



To celebrate, the brand has released four limited edition cuff bracelet silhouettes that showcase the unmistakable looks that had shoppers buzzing from the very beginning. Only 40 of each design have been released, as a nod to ALOR's 40 years in business, for a grand total of 160 pieces available.

In addition to the cable jewelry pieces that has become ALOR's signature, the brand also offers 18kt gold collections, [bridal jewelry](#), and even Swiss-made [watches](#). Originally founded in 1979 by Sandy and Jack Zemer, the design studio is now led by their sons Ori and Tal, after whom the brand was named.

Sandy and Jack designed their jewelry's distinctive look after realizing that the industry lacked luxury designer brands. It's clear to see that their insight has paid off, as ALOR now celebrates four decades of success across 300 points of distribution all over the world.

The brand has a special place in the hearts of the Long Jewelers team as well, as it was the retailer's first designer brand they added to their showroom almost 20 years ago.

"We were growing rapidly and wanted to begin bringing on designers to enhance our local appeal, but were a little concerned about the commitment as it's almost like a marriage in a way," said Jon Walp, the general manager of Long Jewelers. "We found that other store owners were having great success with the line so at the next JCK we approached them. It truly was like courting and took a while to 'tie the knot,' but it was successful enough that we began 'courting' other brands. The rest is history."

To learn more about ALOR and the brand's collections that are available at [Long Jewelers](#), get in touch with their store by calling (757)-498-1186 or emailing [info@longjewelers.com](mailto:info@longjewelers.com).

### About Long Jewelers

For over 30 years, Long Jewelers has been a retailer of designer wedding bands, engagement rings, Swiss timepieces, and fine jewelry items, and services customers in the Virginia Beach, Virginia area. Under the leadership of founder and president David Long, Long Jewelers has come to boast the largest jewelry showroom in Virginia, has been featured in magazines such as Town & Country and InStyle, and has been voted the "Best of the Beach" more than 20 times. For questions concerning products, sales, services, or onsite jewelry repair, visit [Longjewelers.net](http://Longjewelers.net) or call (757)-498-1186 for more information.

Source: [Long Jewelers](#)

### Additional **Links**

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- [Long Jewelers website](#)
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