

Rogers Jewelry Co.

Rogers Jewelry Co. Opens New Location in Downtown San Luis Obispo

SAN LUIS OBISPO, California, June 27, 2019 (Newswire.com) - Known for its luxury brands and custom jewelry design, Rogers Jewelry, Co. opened a new location in downtown San Luis Obispo at 720 Higuera Street.

The store's official grand opening included a ribbon-cutting with the San Luis Obispo Chamber of Commerce on Wednesday, June 19 at 4 p.m., followed by an invite-only VIP event. The public grand opening celebration took place on Thursday, June 20 from 6 p.m. – 8 p.m. during the local Farmer's Market with free [ring](#) cleanings and a jewelry giveaway inside the new store.

This is the eighth location for Rogers Jewelry Co. and is unique in that the store will be leasing its building from Kevin and Kathi Main of Kevin Main Jewelry Design & Studio. After 20 years in San Luis Obispo, Kevin and Kathi decided to retire, but the new Rogers Jewelry location will continue to employ several of the Main's former staff. The new location will be managed by Eason Eddington, who has relocated to San Luis Obispo after spending eight years at the company's Bakersfield location.

Rogers Jewelry Co. was established in 1937 and prides itself on being in the business of customer service. It's been family-owned and operated for 82 years and currently has one 2nd generation, two 3rd generation and three 4th generation family members working in the company. Offering quality jewelry and maintaining the highest standard of integrity has resulted in exceptional success – growing from having a single store in Modesto, CA to now an empire of showrooms across central California and into Nevada.

Mr. Robert Marks, grandson of the company's founder Harry Marks, is president of Rogers Jewelry Co. as well as past-president of the California Jewelers Association and the Leading Jewelers Guild. Robert is an alumni of Cal Poly, San Luis Obispo, and attended the ribbon-cutting ceremony on Wednesday afternoon.

"Rogers Jewelry, Co. is excited to open our newest location in beautiful and historic downtown San Luis Obispo," said Jason Reynolds, vice president of sales for Rogers Jewelry, Co. "Our family-owned jewelry business has been helping customers for 82 years, and we're proud to have become true partners and supporters in the communities we serve. Rogers Jewelry Co. is known for providing the finest quality merchandise, sold and serviced by a dedicated staff of professionals, and we're looking forward to continuing this tradition in downtown San Luis Obispo – serving the community and

becoming its trusted jeweler for generations to come.”

About Rogers Jewelry Co.

Since 1937, [Rogers Jewelry Co.](#) has been a first-class provider of fine jewelry and luxury timepieces to Modesto, California. Since its establishment over 80 years ago, the retailer has added 8 Superstore locations to its company in Sacramento, Folsom, Elk Grove, Fresno, Visalia, Bakersfield, Reno, and now San Luis Obispo. Today, Roger Marks leads as Rogers Jewelry’s Chairman and CEO, helping the company stay abreast of the latest trends in retail and jewelry. In keeping with these goals, each of their stores feature private viewing rooms, computer design centers, stores within a store, and other amenities to make shopping at Rogers Jewelry Co. the new standard.

For more information on Rogers Jewelry Co. and the products they have available, contact them at contact@thinkrogers.com or (800) 733-1874, or visit their showroom in person.

Source: [Rogers Jewelry Co.](#)

Additional **Links**

- [Rogers Jewelry Co. website](#)
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