



Honoring The Old with the New!



Customer service the way it used to be - now empowered with technology.

Bill Sr. (L) and our founder Andy Raust (R)



Craig (L) Dave (C) and Bill Jr. (R)

At The King's Jewelers, we constantly strive to honor our family's century old tradition of nurturing a transparent and honest relationship with our clients. Education has always played an integral part of this relationship.

Here is an example of how we are integrating technology into our traditional world of jewelry and furthering the opportunity for clients to understand the intricacies of jewelry.

When showing diamonds to his clients, grandpa would give them a jeweler's loupe to take an up-close look at the diamond for themselves.



He would explain how angles were measured to ensure the maximum light reflection creating the maximum brilliancy in a diamond.

Now in the 21st century, in addition to educating our clients about the traditional 4C's we utilize the latest diamond viewing technology - ASET - which actually measures the amount of light that is being returned to your eye, illustrating the diamond's brilliance. This makes it easy for you to see exactly how the cut of a particular diamond is affecting its sparkle.

While technology will continue to change, our commitment to honoring our heritage of trust will never change.



Holiday Hours

in addition to our regular store hours

Open Monday, 12/12 10am-6pm

Open Monday, 12/19 10am-6pm

Open Thursday 12/22 10am-7pm

Open Friday, 12/23 10am-7pm

Open Christmas Eve 10am-2p



Closed Christmas Day

Open New Year's Eve 10am-2pm

Closed New Year's Day

Remounts are our speciality!
If you'd like some new sparkle, we can help you find a new diamond, ring or both!

Christmas is the perfect season to choose joy.



Express Joy

Out of time? Out of ideas? Our Express Joy service lets you shop in the comfort of your own home! **Simply call 925-938-1030 or email info@thekingsjewelers.com** to set up a video conference and a staff member will become your personal shopper to help you choose the perfect Christmas gift and then have that gift shipped to you or your loved one! Contact us today!





Oh, What Fun! Christmas Open House Benefit

December 8 5-8PM

Join us for some tasty food and mingling while you sip and shop for the holidays!

- Six exciting new designers recently added to our already incredible selection of elite jewelry designers
- Dozens of new styles in rings, pendants, earrings, bracelets, diamonds and gemstones
- Affordable sterling silver options for everyone on your shopping list
- All gemstones and diamonds hand selected by our gemologists and staff
- Tissot Swiss watches for men and women
 - Gift certificates
 - Fabulous raffle prizes



Why Support the Bay Area Rescue Mission this Christmas?



The Rescue Mission helps meet the basic needs of hurting and homeless men, women and children in the Bay Area with food and a clean, safe place to sleep. Visit bayarearescue.org

The King's Journal
is a publication for the clients of
The King's Jewelers

925-938-1030

 info@thekingsjewelers.com
thekingsjewelers.com

Store Hours: Tuesday - Friday 10am - 6pm
Saturday 10am - 4pm Closed Sunday & Monday

Our Creed: As respected, innovative industry leaders, we take pride in our dedication to integrity, quality, value and personal service. Our profound commitment challenges us in our pursuit of excellence in each aspect of jewelry service. Using experience and technology we give our clients assurance of complete, accurate information. We fulfill dreams and aspirations with our unique variety of fine jewelry.

President & Gemologist	Dave McConnell
Client Services & Gemologist	Patty Hargreaves
Client Services	Kathy Smith
Client Services	Diana Bentley
Administrative Assistant	Marielle Sarginson
Special Projects	Laura McConnell
Shop Assistant	Kathy Battaglia

A portion of the proceeds from the evening will be donated to the Bay Area Rescue Mission. Find out more about this amazing, local organization at bayarearescue.org