

New Berger & Son Jewelers location in Fashion Show Las Vegas

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Photo Courtesy of: Berger & Son Jewelers

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Berger & Son Jewelers, a destination for one-of-a-kind jewelry and timepieces, began construction on its new location in Fashion Show Las Vegas, which doubles the size of its existing store. The new location opens in December and will offer an extensive new line of jewelry, timepieces, and services for its customers.

Berger & Son is the longest-running independent retailer in Fashion Show Las Vegas and has stayed in business despite recessions and big chain competition. The loyalty of its customers, both local and tourist, have facilitated the growth of the business.

Berger & Son is working with jewelry store designer Ron Harris with Watt International Design Group.

According to a press release, "Harris plans to enhance Berger & Son's brand presence with a retail concept that will drive growth, improve visual merchandising and increase the quantity of in-store displays, offering a superior customer experience."

The expansion will offer more selection and a larger inventory of fine jewelry. New brands like Lana Jewelry and Scott Kay will be incorporated into the new location.

More than doubling in size, the new location will also feature sleek and modern architectural design, providing a fashion forward destination for shoppers to look for upscale, high fashion jewelry.

An exclusive VIP parlor with private service for jewelry design consultations will help separate Berger & Son from its competition within the mall.

The new location will also have a full time jeweler and watchmaker onsite for custom designs, repairs and appraisals.