

# Spotlight on Success

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## Johnstown Jewelers — A Very Special Experience

By Suzanne Douglas

It takes a special jeweler to read his customer's minds, but that's exactly what John Showah, owner of Johnstown Jewelers in Williamsburg, seems to do.

"On more than one occasion," says Mary Donlan, a loyal customer, "I have received a gift of jewelry from John's store, and it turned out to be exactly what I would have asked for! I don't know how he does it, but he gets it right every time. There aren't many other jewelers you can say that about."



Understanding clients' needs, while delivering a product of exceptional quality and creativity, is exactly what Johnstown Jewelers does best. Tucked away in a quiet corner of Jamestown Center, the shopping area across from the Carrot Tree Bakery, Johnstown Jewelers is a jewel of a shop, offering a one-of-a-kind experience for discerning customers.

Johnstown Jewelers specializes in creating custom pieces and in remaking and restoring heirloom jewelry. Owner Showah is not only a jeweler, he is also a master designer and stone-setter, a skill set very few retailers today can claim. And unlike ordinary jewelry stores, Johnstown Jewelers makes nearly all the

pieces they sell.

Showah spent nearly fifteen years in New York City's Diamond District, giving him a unique perspective on the jewelry business. "I have designed for myself as well as the trade," he says, "and have connections to jewelers and suppliers in both New York and abroad. There is very little about jewelry-making I can't tell you about."

Originally from Beirut, Lebanon, Showah and his family moved to Virginia in 1992 from Connecticut, after Showah received a job offer from one of his retail clients in the area. The family fell in love with Williamsburg; and after learning the retail trade, in February 2008 Showah finally opened his own store. To his eternal gratitude, his loyal customers followed him there, enabling him to keep his doors open through the worst recession the country had seen in years.

Today, in his warm and welcoming shop, Showah remains committed to serving the Williamsburg area. He has even created a custom-built jewelry studio right on the premises, where he designs, creates, repairs and restores the precious items entrusted to him by his clients.

"We are one of very few jewelers who complete up to 99% of our work right on the premises," says Showah. "Our customers never have to worry about where their items are, or spend months and months waiting to get a piece of jewelry back."

Marion Talken, another happy client, has nothing



*"You will always find something new, something different, something creative here." — John Showah*

but praise for Johnstown Jewelers. "I have worked with John for years," she says. "I had a piece of very sentimental jewelry redone, and the results were so beautiful that I get compliments nearly every time I wear it! John is a fantastic jeweler, with fantastic ideas. I would trust him with absolutely anything."

Johnstown Jewelers is also the perfect source for ready-made jewelry. "You will always find something new, something different, something creative here," says Showah. "Unlike the same commercial product you can buy anywhere, here the quality will be superb. I am a fanatic about the workmanship of our pieces. If something isn't right, it isn't going to leave our store."



Importantly, Showah spends the time to educate his customers. "Most people come in knowing something about jewelry, but not everything," he says. "I will spend as much time with you as you'd like, explaining our process to you. If an item is not worth restoring, I will tell you that. And if it is sentimental to you, we'll make it work."

Also working at Johnstown Jewelers is Showah's wife Moona, an excellent salesperson whom many clients remember from her fifteen years at the Lemon Twist Boutique. Friend Ethel Sternberg, a retired volunteer,

loves helping out at the store and meeting new people. And the Showahs' three children — Randa, a special education teacher who has recently married and is living in Texas; Ronnie, a graphic designer who helps his Dad with brochures and web design; and Robert, a political science graduate who plans to go to law school and is currently working at Apple in Richmond — are described by their father as "my priceless gems, whom I am so fortunate to have as family."

Johnstown Jewelers will inspect, clean and maintain anything you buy from them, from the smallest item to the most important jewelry pieces. And if a customer wants to upgrade a piece of jewelry, Johnstown Jewelers will give close to full credit for the prior piece.

"John is the most service-oriented person I have ever met in the jewelry business," concludes client Donlan. "If you are fortunate enough to purchase something from him, you will know that he is someone you can trust."

Showah is a bit more modest. "I know that there are lots of jewelers out there you can choose from," he says. "This is a good thing, because it means there is something for everyone. If, however, you are looking for a level of service and honesty that you may not be accustomed to, that is what you will find here."

Johnstown Jewelers is open Monday through Saturday from 10 a.m. until 5 p.m. Stop by the store just to browse, or schedule a private appointment either online or by telephone. Either way, you're sure to have a very special experience.

*in focus...*

**Johnstown Jewelers**

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**Johnstown**  
JEWELERS



**John Showah and family**