

Opinion

Service, trust, simplicity keys to longevity

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From our humble beginning at 129-1/2 W. Congress St. to our 40-plus years at 37 W. Congress St. to our current location at 13 N. Stone Ave., Perri Jewelers has been a part of Downtown Tucson for more than 60 years. Our family has never considered leaving the Downtown area. The heart of the city is where we want to be.

Throughout the transformations of Downtown, we have been fortunate to keep our doors open. I have the privilege today of serving the children and grandchildren of my father's customers, and I am grateful that they continue to put their trust in our family and our business. There is no secret to our longevity. Having grown up during the Great Depression, my father, Simon Perri, instilled in me early that hard work, honesty and relationships were the essential elements to business success. After graduating from Tucson High and learning hand engraving in Los Angeles, he returned to the Old Pueblo and set up shop with his brother at 129 1//2 West Congress in 1945. The store space was limited and he kept things simple: Service was always more important than appearance. We have continued his legacy at our current site, which is just a bit larger than the first store on West Congress.

There has never been anything extravagant or glitzy about Perri Jewelers. We cannot compete with the malls or upscale chain stores. To call our store "cozy" would be accurate in terms of the limited space we have, but the personal touch and attention is something in which we take pride. We offer quality merchandise at competitive prices and provide convenient service that is backed up by the trust and confidence established by my father and our family name. From custom designs to full-service jewelry repairs to watch-battery replacements, we offer services that many other jewelry stores cannot or will not, including mechanical watch repair and hand engraving. No job is too big or too small.

For those working and living Downtown, we are conveniently located and an alternative to the mall experience. We keep a low overhead, advertise selectively, relying on word-of-mouth references, and stay true to our purpose of treating our customers the way we would want to be treated. We listen to our clientele when they offer suggestions and concerns.

In any business, but in the jewelry industry especially, trust cannot be overemphasized. Our customers know that I repair the jewelry myself, so they know they have a personal guarantee of quality. On a regular basis, customers bring to us watches or jewelry that were deemed "unfixable" elsewhere. As a staff, we creatively problem-solve when a customer brings us a challenge. There is no magic formula, no complex business model — just simple hard work and honesty.

Our experienced and professional staff shares a commitment of purpose and vision that has made our endurance possible. Our customers know Deanna (Chevas), Peggy (Savio) and Virginia (Ciaravino) by their first names. Working for my father and now with me, Perri Jewelers is more than just a job for them. Together, we share a passion for the Downtown area and look forward to our continued success there.

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