

FOR IMMEDIATE RELEASE

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**Naifeh Fine Jewelry Has Moved to Nichols Hills Plaza**

*\*If you would like to republish the Naifeh New Beginnings video, you may do so [here](#).*

OKLAHOMA CITY, Oklahoma — Oklahoma City has trusted Naifeh Fine Jewelry as their local source for both custom jewelry design and exclusive, luxurious designer labels for the last 20 years. The beloved local jeweler moved from their former home in Casady Square to the Nichols Hills Plaza and commemorated the event with a grand reopening of the new location on Friday, June 14, 2019.

Owner and custom jewelry designer, Valerie Naifeh, discovered her passion in creating custom treasures for the community and first opened the doors of Naifeh Fine Jewelry in 1998 inside a local department store. The designer experienced exponential growth from the outset. In just four years, Naifeh had her own stand-alone store and has continued to be an integral pillar in helping Oklahoma Citizens design, repair, buy and sell fine jewelry for every occasion ever since.

“Jewelry has always been a part of my story, and I love how it becomes a meaningful part of our customers,” Naifeh said. “Many of them have become like family over the years and now we’re seeing a second generation of those families celebrating their own milestones with us, which is just incredible.”

A ribbon cutting ceremony was held at 10 a.m., and a reception followed that evening. The evening was planned by Ariana Simms, with invitation and gift box designs by Brandlink Media, a balloon arch created by EZ Party Time, event decorations by The Fleuriste and a catering spread from Hutch Kitchen.

One attendee won an 18-karat yellow gold and diamond Elements necklace from Valerie Naifeh. All enjoyed refreshments, a live artist painting, a one-day trunk show with designer Robert Procop and more. Other vendors connected to this special event included: Todd Scott Ballje (photography) Haley’s Kitchen (cookies), Riversong Films (video), North Star Valet (valet), Marianne’s Rentals (rentals), Julie McNally Art (live artist painting), and musician Stephen Salewon (entertainment).

“My team and I are so honored to have played a part in so many wonderful stories over the last two decades,” Naifeh said. “Our story is your story. We’re so proud to celebrate this milestone with the community.”

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### **ABOUT NAIFEH FINE JEWELRY**

Naifeh Fine Jewelry opened in Balliet's at 50 Penn Place in late September 1998 and moved to Casady Square in 2002. Naifeh offers their own custom design and private label, bridal jewelry (including engagement rings and wedding bands), as well as an array of necklaces, earrings and timepieces. The store additionally carries renowned designer brands such as Temple St. Clair, Monica Rich Kosann, Paul Morelli and Todd Reed. Naifeh recently celebrated their 20th anniversary in October of 2018 and has been named twice as one of the city's fastest growing companies by the Oklahoma City Chamber of Commerce Metro 50 Awards.