



Louis XV jewelers 'all about opulence'

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The Arizona Republic
Nov. 24, 2007 12:00 AM

House of Louis XV jewelers is outrageously opulent but surprisingly well-priced.

The store's new Phoenix location covers 8,000 square feet of storage and inventory and features custom rings, bracelets and necklaces and even diamond golf tees (\$2,500) and cigar cutters (\$2,000). The ceiling has liquid gold mixed into individually crafted tin panels. And then there is the coffee blended with 24-karat gold that sells for \$120 a bag.

"We're all about opulence," said Ethan Pajak, 25, president of the store. "We're Louis XV; we can't just serve regular coffee."

The store opened in September on Central Avenue north of Camelback Road after moving from Scottsdale Fashion Square.

The New Yorker magazine once labeled it the keeper of America's crown jewelers.

"Our jewelry is big and important," Pajak said.

House of Louis XV specializes in large, colored gemstones and custom pieces. A partner acquires large quantities of stones, which enables the store to sell at a reasonable price.

Pajak calls it "obtainable extravagance."

For example, flare pave hoop earrings, with 8.4 carats of diamond cut White Sapphires, the store's best-seller, go for \$1,199. Perpetual light pendant, with 1.75 carats of diamonds on solid 14-karat white gold, sells for \$1,299.

"It's not your typical inventory. . . . We're more eclectic in what we have," said Brian Wilson, 44, a managing partner at the store.

The location also has a wine cellar and a walk-in humidor that features specialty cigars.

Rose Cheke, 38, is sold on House of Louis XV.

She recently purchased a pair of solitaire diamond earrings.

"Their service was the best, and their prices were the best," Cheke said.

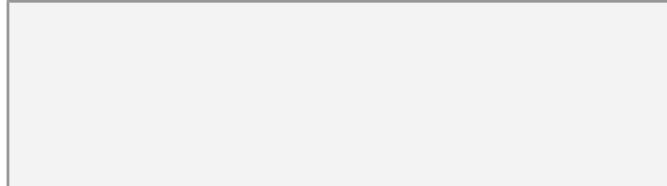
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