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## Day's Jewelers Opens First Freestanding Store

By Ashley Davis

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Day's Jewelers eighth store in Nashua, New Hampshire is its first freestanding location.

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Waterville, Maine—Day's Jewelers expanded its retail presence this month with a store in New Hampshire, the company's second in the state and eighth overall.

The latest addition to the family-owned chain is in Nashua; its sister New Hampshire store is in Manchester and its other six locations are in Maine.

The Nashua branch is unique to Day's because it's the company's first freestanding location and was designed from the ground up to reflect the company's style and way of business.

Design features include copper trim on the exterior and a large glass entrance.

"Shopping for jewelry and gemstones should be fun, exciting and non-intimidating," Day's President and co-owner Jeff Corey said. "We designed this store to provide an enjoyable experience for our customers. Day's is a family

jewelry store where mom, dad, kids and even the family dog will feel welcome and comfortable.”

Exemplifying this attitude is the store’s dedicated children’s play area, as well as a refreshment and lounge area.

There is also a repair and design center where clients can watch goldsmith and designer Julio Lopez, a 40-year industry veteran, and his team at work in the service department, which even includes services like a computer engraving system for glass and metal, laser technology, and minor watch repairs and battery replacement.

Valentin Sierra, a 12-year Day’s veteran who has previously managed two other store locations, is the Nashua store manager.

Joseph Corey, vice president of store operations, said: “Uncompromising service has been the backbone of Day’s Jewelers for over 100 years. I was very careful to select highly experienced professionals, who truly care about people, to serve guests in our Nashua store.”

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The store will carry unique, one-of-a-kind pieces as well as a wide selection of diamond and colored gemstone jewelry and the basics, including moderately priced fashion jewelry in sterling silver and gold.

The retailer is also the exclusive jeweler for De Beers’ Forevermark diamond brand in Maine and New Hampshire.

Day’s, which was established in 1914 in Portland, Maine and is headquartered in Waterville, said the majority of the 150 people who helped construct the store’s exterior and interior are from the southern New Hampshire area where the Nashua store is located.

Fulcrum Associates out of Amherst, New Hampshire was the general contractor, with assistance from Ouellet Construction out of Brunswick, Maine.

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