

Jewelry By Victor Offers 'The Unique' In Designs and In-house Services

By Pamela Holechek

Commercial-sized, emerald-green, storefront letters — Jeweler — alert one to the possibilities at Jewelry By Victor, but it hardly tells the full story. The tasteful, sparsely lettered, full-glass exterior, along with the store's refined interior styling, also adds to expectations.

Yet, the essence of this West Valley business lies truly in one experience: working with owners Victor and Cindy Fierros. The couple's warm, personable approach is evident. In person, their words and actions seem to exude a long-held passion for their work; on the phone, one hears enthusiasm punctuating the details.

But, who would guess nearly a century of combined experience in the fine jewelry industry supports Victor and Cindy's fervor? Or, who would imagine Victor formulates all designs in his head, never on paper? Or, who would assume rock hounding as a 10-year-old would propel a young boy into a stellar career? Astounding!

Subtle wall décor of vintage black-and-white photos, plus an enlarged



Cindy and Victor Fierros have been in the jewelry business their entire lives and enjoy sharing their gift with others.

newspaper article, help fill in the gaps of this narrative. Remaining segments of the story are represented in simply elegant, one-of-a-kind jewelry pieces, which evoke awe of such exquisite, finely crafted designs.

"I had an opportunity to go in as an apprentice at 15, with a close friend in Phoenix," says Victor, who now, 44 years later, is an acclaimed goldsmith. "I started at the bottom, polishing pieces, and just worked my way up, firsthand, on the job, doing everything by hand."

Cindy also brings a lifetime of knowledge to the partnership, from having parents who owned and operated the Valley's well-known

Paul Johnson Jewelers chain of seven stores. "Probably when I was 13, I answered the phones and was the receptionist," she says of her first "professional" responsibilities. She modestly describes her current duties as "taking care of all the little odds and ends, and taking the loose ends and trying to bring it all together."

Thirty-plus years, two children and two grandchildren ago, the two met when Victor began working as a repairman for her family's endeavors, sitting in the "window" workspace at Phoenix's MetroCenter location.

The talented duorefers to their 20-year-old retail operation as rather old-fashioned, being a



one-to-one experience, where repairs, designs and creations are all done on site, never farmed out. Their inventory features a wide selection of natural gemstones, limited-edition timepieces—even class rings—alongside the many facets of fine jewelry.

Yearly, the couple gives back the support they've received by donating items to local organizations, such as The Diamond Ball at The Wigwam Golf Resort & Spa; Hispanic Leadership Forum; PebbleCreek community activities, especially the PebbleCreek Kare Bears; Litchfield Park Elementary School Carnival; Millennium High School; New Life Center; and The Soroptimists.

Meet Victor and Cindy, discovering the entire story, at 14175 W. Indian School Rd., in Goodyear, next to Safeway grocery store. Hours are Tuesday through Saturday, 9:30 a.m. to 5:30 p.m. For further information on their services or to request a personal design consultation, give them a call at 623-535-5990.

