

Customers become family at MB Jewelry Design

It's not uncommon for strangers to approach people and ask if their jewelry was designed by MB Jewelry Design.

That's because the jewelry made at the shop in Applegate Square has a certain look to it. Owner, partner and

including sterling, flatware, and, of course, jewelry."

The shop also takes in estate jewelry on consignment for customers. In fact from 6-8 p.m., Thursday, March 7, it is having a special showing of its estate jewelry.



Owners Christopher Schornack, Morris Bednarsh and Anthony Ferrari

jeweler Tony Ferrari describes it as functional, comfortable, versatile and wearable.

"We try not to create trendy things," Ferrari said. "We make pieces that have a long life. They are contemporary classic. We're always creating new designs, but they all have our trademark."

Others responsible for the business are founder Morris Bednarsh and Chris Schornack. Ferrari described



Manager, Jacquelyn Gawi and Gemologist, Suzanne Rizzo

the three of them as "real jewelers." "We actually do the work ourselves," he added. "Ninety percent of our stock is created here. We maintain a high standard of quality and we don't sacrifice it with shortcuts."

In addition to striving to create jewelry customers will love and wear, MB Jewelry Design created a showroom that makes its customers feel comfortable and "part of the family." Ferrari described it as a tenk-wood showroom with a warm, inviting atmosphere. It makes people want to stay there, which is the intent. "We like to get to know our customers," he said.

MB Jewelry Design also provides appraisals and a full repair service. "We can fix just about anything,"

The first Thursday evening of every month we hold special events.

"We're not a promotional store," Ferrari added. "We're more laid back. Instead of running sales, we just give the customers the best prices and the best designs we can. We're serving third generation customers more by referral than advertising."

With spring and summer weddings approaching, Ferrari invites engaged or soon-to-be engaged couples to come into the store and talk to them about engagement rings and wedding bands. "MB Jewelry can make original design rings for them in two to six weeks," he explained.

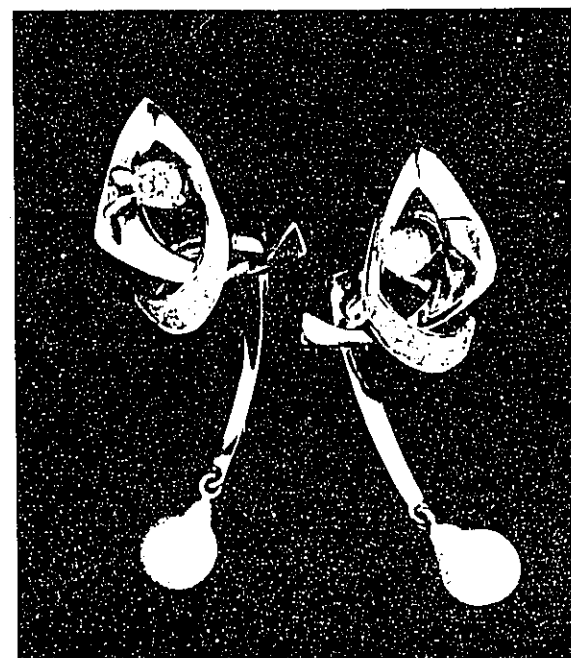
MB Jewelry Design is located at 29847 Northwestern in Southfield. Its



Dick Hanold, diamond setter and jeweler Linda Mashill and Celestial Star Saunders

store hours are 10 a.m. to 5 p.m. Mondays through Saturdays. It's open until 8 p.m. on Thursdays. Appointments are available until 6 p.m. weekdays.

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