

PRESS RELEASE – FOR IMMEDIATE RELEASE

BEAUCHAMP JEWELERS – NEW MEXICO’S ONLY ROLEX DEALER TO CLOSE ITS DOORS. LEAVES A 65-YEAR LEGACY.

Ron Beauchamp remembers coming to work in the family jewelry business as the “polisher” at age 15.

“I would polish every day after school until my hands were black from the polishing compound,” he recalls.

But for Beauchamp, who traces his passion for jewelry to those childhood memories, it was a labor of love. That’s why it was not an easy decision to close the doors of family-owned Beauchamp Jewelers, which has been in business in Albuquerque for 65 years.

As the youngest of three children, he inherited his love of jewelry from his parents, while his older siblings went off to pursue other paths. Both his grandfather and father were primarily watchmakers by trade who handed down the skills to each generation; his mother was a real people person, who loved beautiful jewelry.

Beauchamp Jewelers has been a fixture in Albuquerque since 1951. It started with his parents Mac and Ione Beauchamp in downtown Albuquerque then the hub of the community. They eventually moved uptown in 1965 and in 2008 to their current location at 7017 Menaul Blvd NE.

Liquidation sale

Beauchamp Jewelers is proud to have been a vibrant part of the Albuquerque business community for 65 years and will have many memories to share as they close the family business and liquidate a huge inventory of designer, estate, bridal and one-of-a-kind custom jewelry pieces beginning Thursday, Nov. 17.

Pursuing an active life

Now that he’s 64 years old, Beauchamp wants to take advantage of his good health and fitness. That includes spending more time rock climbing, hiking, skiing and traveling with his wife Cecilia. They plan on being more active in the next phase of their lives. He also has a number of creative projects in mind, including photography and painting. “You never know where I may turn up next,” hints Beauchamp with a smile.

Strong customer loyalty and community giving

Looking back on his career, Beauchamp doesn’t take anything for granted. He’s grateful for all the wonderful customers he’s gotten to know over the years. One of the things he’ll miss the most are his customers. He’s seen children grow up and bring their own kids to the store, and parents who have become grandparents.

Being part of customers’ cherished life moments is the most satisfying part of the business for Beauchamp. “The jewelry business is a happy business; my family’s goal was to be an honest business – we aren’t in this business to become millionaires, we’re in this business to make people happy, and because we love it” he said.

Beauchamp also strongly believes in giving back to the Albuquerque community where he grew up. Beauchamp Jewelers has regularly donated to a variety of local organizations. Over the years, the family has donated to New Mexico Bar Association, New Mexico Museum of Natural History, Albuquerque Community Foundation, Presbyterian Health Care Foundation, Adaptive

Sports Program, Jewish Community Foundation, New Mexico Juvenile Diabetes Research Foundation (JDRF), and many more.

Beauchamp served as President of the New Mexico Jewelers Association from 1991-1994, during which time he founded the "All that Glitters Design Competition." His father was one of the founding members of the association, elected President in 1966, and his mother was President in 1985.

Favorite Gem Memories

Some memories stand out, especially when a creative inspiration comes to you while doing something you love. For Beauchamp, the creative inspiration led him to design an award-winning and unique piece of jewelry with one of his favorite gems.

Beauchamp is an avid hiker and outdoor enthusiast. During a five-day hike through the Wind River Mountains of Wyoming, he was inspired for a design for a red garnet cabochon he had recently acquired.

He designed a yellow gold ring in a classic dome shape, but with a highly polished, oval shaped "slot" in the top of the ring. He sandblasted the band to a matte finish and placed the red garnet cabochon in the oval slot. On the surface of the ring are small diamonds scattered in a random, but balanced pattern, resembling a beautiful, evening sky full of stars reminiscent of the night sky Beauchamp sees on his hikes. The key to the whole design is the way the garnet is reflected in the ring, and reminds him of a blazing sunset. This design inspired many other pieces for years to come. It also won him first place prize in the American Gem Trade Association's "Spectrum Awards", an award he is especially proud to have won.

Beauchamp Jewelers earned such a good a reputation with customers over the years that it even drew the attention of Rolex. The world-famous luxury watchmaker picked Beauchamp Jewelers in 1996 to be an Official Rolex Jeweler in New Mexico.

Appreciative of Employees

Beauchamp is also grateful to his employees, whom he describes as dedicated, positive and great with customers, and helped grow the business over the years. Manager Ana Strome started in 1980 and worked right along side his mother. Stephanie Johnstone was a customer that bought her wedding set there and ended up working in the store. Beauchamp will never forget the enthusiasm and humor of his sales staff, jewelers and watchmakers.

His philosophy of keeping good employees: "Make it an environment they want to stay in."

With warm memories of all that he has accomplished, Beauchamp, shares with us "The jewelry business in my DNA - this is all I've ever wanted to do and I'm grateful that I had the chance to pursue this passion as my career," said Beauchamp.

WANT TO GO?

What: Beauchamp Jeweler's Going Out of Business Sale

Where: 7017 Menaul Blvd NE

Albuquerque, NM 87110

When: Starts Thursday, Nov. 17

Contact: (505) 881-8939

More info: www.bcjewelers.com

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