

Samuelson's Diamonds moving to Baltimore County after almost a century in the city

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A downtown jeweler that has been a fixture in Baltimore since 1922 is retooling its business and moving to Baltimore County.

Samuelson's Diamonds will soon relocate to Quarry Lake, shutting its doors at 419 W. Baltimore St. for good after the Baltimore Antiques and Jewelry Show over Labor Day weekend.

The retailer had been located in the city for nearly a century and buys, sells and repairs jewelry — with a specialty on diamonds.

The focus in its new location will be on a more individualized buying and selling experience in an office-like and not storefront setting, CEO [Ron Samuelson](#) said. The new Samuelson's Diamonds location will total 2,000 square feet located on the second floor of an office building at 2800 Quarry Lake Drive in the Pikesville development.

"We're going to a private office and it's a different experience," Samuelson said. "We will have a showroom, but our focus is on estate buying. It is more like the New York vibe, not on the street level, you're going upstairs and with everything going on in retail, we think providing an experience is what it's all about."

In 2010, Samuelson's expanded to Chevy Chase where it opened an individualized private buying service by appointment only. That proved to be a success, Samuelson said, and they want to replicate it at Quarry Lake.

"Since then, we've realized that providing this type of unique and personalized experience is the future of estate buying and retail sales," Samuelson's website says. "Today, we're excited to bring this same level of service and quality to our Quarry Lake location. Although this move represents a departure from our downtown Baltimore store, we remain committed to the future of Baltimore City and are proud of our history in the community that has led us to where we are today."

Samuelson, a third-generation jeweler, said his family would not sell its current location located near Baltimore and Paca streets and the University of Maryland, Baltimore campus. It will be leased to a new tenant, he said.

The new location off Interstate 695 will allow the company to expand its estate sales. Earlier this year, Samuelson's hired Allie Azrael Lopato to head its estate sales division.

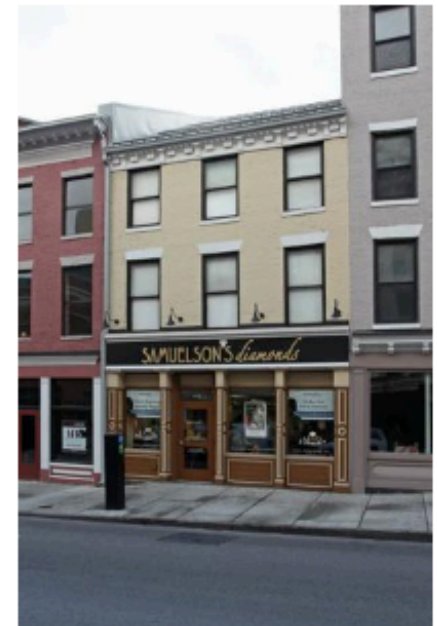
"At Quarry Lake we will focus primarily on estate buying—diamonds, jewelry, watches, silverware, and gold," Samuelson said.

Added his father, Steve: "One thing my father Milton always said, when he started this business in 1922 was that you have to change with the times."

Melody Simmons

Reporter

Baltimore Business Journal



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Samuelson's Diamonds is closing its downtown store and moving to the Quarry Lake retail development in Baltimore County.