

dimend SCAASI has been part of Chicago's Jewelers Row since 1997. That longevity is itself a credential in an industry where trust takes decades to build and where the businesses that serve customers honestly tend to outlast those that do not. The store was founded by Isaac Gottesman, who brought wholesale diamond expertise to a retail format built around transparency and genuine customer care. The first website launched in 1998 was an early signal of the store's commitment to reaching customers directly with honest information about quality and pricing. The business grew from a single focused mission: make diamond ring buying a [Chicago fine jewelry](#) joyful experience rather than an intimidating one. That mission resonated with Chicago customers who had experienced the pressure-filled alternative and found it wanting.

dimend SCAASI | 5 S Wabash Ave STE 1734, Chicago, IL 60603 | +1 312-857-1700



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Graphite & White

Chicago Jewelry Store



Nearly thirty years of the same mission, the same address, and the same founding values have produced a store with a review record that no newer entrant in the Chicago jewelry market can replicate. Over 688 five-star Google reviews and the highest Yelp ranking among Chicago's top ten jewelry stores represent the accumulated trust of thousands of customers served well over nearly three decades. The Mallery Building at 5 S Wabash Ave has been the store's only location throughout its history. This stability is deliberate. dimend SCAASI is a Jewelers Row institution, not a multi-location retail operation. The single location allows the founder and team to be personally involved in every customer relationship. Chicago couples who purchased engagement rings at dimend SCAASI in 1998 have returned for anniversary pieces, children's first jewelry, and recommendations to their own children now approaching engagement age. This multigenerational relationship with Chicago families is the result of nearly thirty years of doing right by customers. [Chicago Jewelry Store](#) Call +1 312-857-1700 to become part of that history at 5 S Wabash Ave, Suite 1734.