

The story of dimend SCAASI begins with a simple observation: buying a diamond ring was intimidating and it did not need to be. Isaac [Chicago fine jewelry](#) Gottesman founded the store in 1997 to prove that the diamond-buying experience could be transparent, joyful, and honest. That founding observation reflected real experience. The diamond industry at the time was characterized by opaque pricing, technical complexity used as a sales tool rather than an educational resource, and pressure tactics that left customers feeling exploited rather than celebrated. The engagement ring, one of the most meaningful purchases of a person's life, deserved better. dimend SCAASI's response was to build a store on the opposite values. Transparency in quality and pricing, from a founder with wholesale diamond [Chicago Jewelry Store](#) expertise that eliminated the gap between what diamonds cost and what customers were told they cost. Expert guidance freely shared rather than rationed to create dependency.

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Chicago Jewelry Store

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Black & Gold

Chicago Jewelry Store

These values produced results. A customer who feels informed and respected makes a confident purchase. A customer who feels manipulated makes a reluctant one and does not return. The pattern of returning customers, referring friends and siblings, and eventually bringing their own children to the store, defines dimend SCAASI's customer base. Nearly thirty years later, the values are unchanged. The technology has evolved, with lab-grown diamonds, computer-aided design, and online purchasing all part of what dimend SCAASI offers. The commitment to the customer's experience and best interest has not. For Chicago couples looking for a jeweler whose values match their own, the heritage of dimend SCAASI is the clearest available statement of what the store stands for. Call +1 312-857-1700 to experience those values at 5 S Wabash Ave, Suite 1734.