

FINK'S BIG STEP FORWARD

Respected jeweler to open new, innovative, store in Virginia Beach



When Fink's Jewelers opens the doors at its new location in Virginia Beach this October, the retailer will already have an esteemed reputation earned by serving the communities of Hampton Roads for more than two decades.

But the new home will be something more, too. Fink's at Hilltop North Shopping Center will be a destination.

Fink's, a family-run business, has roots stretching back to 1930 in Roanoke. That kind of longevity has helped the company perfect the type of white-glove customer service that buyers of high-quality jewelry expect, says Matthew Fink, company president and fourth-generation jeweler.

The move from MacArthur Center to Hilltop North reflects the company's ambition to better serve its customers. So does its product lines; Fink's is known for offering jewelry and timepiece brands that are unique to the market.

But convenient locations and quality products are only part of Fink's appeal. Clients are also purchasing the promise of lifetime attention, a pledge to always be there for any maintenance and repair needs. This means Fink's staff truly understands their clients, anticipating needs, assisting with purchases, and keeping an eye out for new products.

Everyone at Fink's is eager to begin welcoming people at the new location, says Matthew Fink. The new location will be the largest of the company's 11 stores and will feature a reimagined sales floor, with distinct areas that offer a novel experience, such as a hospitality lounge.

The expansive space will allow the staff to showcase the full breadth of what they carry, Fink says, ultimately ensuring people can come and find whatever they want. "This is not a lateral move," he says. "We are taking a big step forward."

