

# FRANK ADAMS

JEWELERS SINCE 1922



**Media Contact:**

Jaclyn Cangro Keegan | Baker Public Relations  
O: 518.426.4099 | M: 914.282.2083  
[jaclyn@bakerpublicrelations.com](mailto:jaclyn@bakerpublicrelations.com)  
[www.bakerpublicrelations.com](http://www.bakerpublicrelations.com)

**FOR IMMEDIATE RELEASE**

August 14, 2024

## Recently Constructed Frank Adams Jewelers Flagship Location Honored as One of America's Coolest Jewelry Stores

*The fourth-generation jewelry store began welcoming guests at its new location in February 2024.*



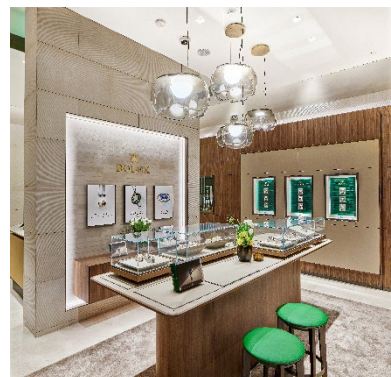
**ALBANY, N.Y.—** Frank Adams Jewelers has been named one of America's Coolest Jewelry Stores by INSTORE, the magazine for the North American jewelry store owner. The Albany-based business won honorable mention, a top 8 finish in the Big Cool division of the competition.

The fourth-generation jewelry store unveiled its flagship store located at 144 Wolf Road in the Town of Colonie earlier this year. The new 7,500 square-foot location, designed by WCGS Architects and Studio K Design, was carefully constructed to elevate the jewelry shopping experience in New York's Capital Region.

"I could not be prouder of the work our team does every day to provide an enhanced level of service for our customers," said Kimberly Adams Russell, chief executive officer of Frank Adams Jewelers. "When we put pen to paper and set out in designing this space, we not only wanted to create a visually appealing and 'cool' store, but we wanted to show our deep commitment to the community. My family and I are honored for this recognition and to continue to serve the Capital Region."

More than 50 stores took part in the 23rd annual America's Coolest Jewelry Stores contest that highlights the best examples of independent jewelry retailers in North America.

"Every year we feel privileged to bring our readers the best of the best in our industry," said Trace Shelton, INSTORE's editor-in-chief. "We look for qualities like innovative marketing, top-notch client service, a creative retail environment and a unique work culture."



Stores are judged on interior and exterior appearance, store biography, marketing, online presence and overall individuality.

The top three winners in two divisions (“Small Cool” and “Big Cool”) are featured in the September issue of INSTORE and at [instoremag.com](http://instoremag.com). Honorable Mention stores will be featured as monthly Cool Stores in issues of INSTORE from October 2024 through July 2025.

Located at 144 Wolf Road, Frank Adams Jewelers is open Monday through Friday from 10:00 am until 6:00 pm and on Saturdays from 10:00 am until 5:00 pm. The store is closed on Sundays. To learn more, please visit <https://www.frankadams.com/>.

**About Frank Adams Jewelers:** *Established in 1922 as a small watch repair business, Frank Adams Jewelers has grown into the Capital Region’s premier retailer of internationally recognized and award-winning designer jewelry and timepiece brands. A fourth-generation family business, Frank Adams Jewelers has built a legacy of integrity, trust and pride by bringing world class service and selection to the communities it serves. To learn more about Frank Adams, visit [www.frankadams.com](http://www.frankadams.com).*

**About INSTORE Magazine:** INSTORE Magazine helps North America’s independently owned jewelry store owners improve by providing them with smart ideas they can put directly into action each and every month and daily online at [instoremag.com](http://instoremag.com). INSTORE is published by SmartWork Media, which also publishes INVISION, PETS+, VMSD, SIGNS OF THE TIMES, BIG PICTURE and SCREEN PRINTING magazines, as well as their respective websites and events — IRDC, the Garden Center Show and the INSTORE Show.

###