

INSTORE

Frank Adams Jewelers Celebrates 100th Anniversary and Pledges ‘100 Acts of Giving’

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(PRESS RELEASE) ALBANY, NY — For 100 years now, fourth-generation family-owned business Frank Adams Jewelers has guided the jewelry and giftware market in Albany and Upstate New York. The store began as a small watch repair business in 1922 with founder Frank Adams at the helm. Today, Frank’s son, David Adams; his granddaughter, Kimberly Adams Russell; and his great-grandson, Jeffrey Adams Russell, operate the store and manage a team of 20.

From the store’s original location on North Pearl Street in downtown Albany, Frank Adams worked to build his family’s name and expand the products and services offered. The store now is acknowledged as the Capital Region’s premier retailer of internationally recognized and award-winning designer jewelry and timepiece brands.

With many jewelers across the country experiencing increased sales during the pandemic as buyers are compensating for the loss of travel or are just treating themselves, Frank Adams Jewelers, which has been a part of the fabric of the community for a century, is well poised to serve longtime customers, as well as members of younger generations who are making their first luxury jewelry purchase.

“The focus at Frank Adams Jewelers has always been on family – our family, our customers’ families, and the enduring luxury gifts that are passed from generation to generation,” said Kimberly Adams Russell, who is the current president and chief operating officer of the business. “As we celebrate 100 years in business, our family wants to thank our customers and our community for their loyalty and support, and so we have identified 100 ways to give back.”

In commemoration of its 100th anniversary, Frank Adams Jewelers, one of the region’s oldest continually operating retailers, will provide “100 Acts of Giving” in 2022.

Throughout the year, customers can purchase a single stone pendant featuring a 100-facet diamond from the Cento Collection by Roberto Coin for \$1,922 in honor of the year of the store’s founding and be automatically entered into a grand prize drawing that will take place at a celebration event in September.

Other activities the store’s team will participate in as part of its “100 Acts of Giving” include:

Hosting an educational program for local Boy Scouts during which the store’s gemologist will teach them about gems and minerals.

- Making a significant donation to the Special Olympics and volunteering at its summer games.
- Creating an annual scholarship at Russell Sage College to support a Capital Region student pursuing higher education.
- Supporting Albany’s South End Children’s Café with regular donations of food and volunteer time.
- Making a significant donation to the American Heart Association in support of its annual gala and holding a blood drive at the store in Stuyvesant Plaza.
- Several other community-focused activities and donations, many of which were suggested by the store’s employees.