

Business Profile

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Neda Jewelers of Manassas Celebrates 30 Years

From the moment you walk in to Neda Jewelers of Manassas—which celebrates 30 years in business this year—Fairy Chinisaz embraces you as though you're part of the family. Her gracious and charismatic personality envelops you with warmth, instantly making you feel at home as you browse the shop's unique jewelry offerings for men, women, and children. She is clearly a woman who enjoys her work and puts her heart and soul into serving customers. "It's thanks to our customers that we've achieved this 30-year milestone," Fairy says. "I truly appreciate their business over the past three decades."



Fairy Chinisaz

Since 1980, Neda Jewelers of Manassas has operated in the same Manassas Shopping Center location. Fairy and her husband Moshen, a master jeweler and Senior Olympics tennis champion, worked side-by-side until his passing in 2004 after a valiant battle with cancer. Fairy was touched by the outpouring of support from customers, who sent her flowers and cards. "Their thoughtfulness really helped cheer me up," she says.

Fairy gives Moshen a lot of credit for preparing her to continue running the store. Preserving its trademark focus on personalized service, Fairy greets returning customers by name and provides honest, friendly service with a smile to all who enter. She focuses on building

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relationships, not just counting the profits. "We are thankful for all our customers, whether they spend \$10 or \$1,000," she says. Fairy explains that buying jewelry is a very personal experience, "I try to earn each customer's trust and respect," says Fairy. She devotes ample time to each guest, helping them select just the right piece of jewelry. Fairy's dedication is so thorough that customers often write thank you notes, praising her attitude and commitment to service. One customer describes Fairy as a "spirit lifter" who made her feel like "a cross between a movie star and a queen."

Neda Jewelers of Manassas stocks exquisite pieces for any budget and style, and Fairy has a knack for helping customers choose gifts that come from the heart. A wide range of religious medallions, collectible gift items, pieces from the Jacqueline Kennedy Onassis Reproduction Series, and even custom jewelry designs round out the shop's offerings.

In addition to its beautiful jewelry options, the shop has an on-site expert jeweler and clocksmith who can repair anything from silver to platinum jewelry, and all types of watch brands, from Timex to Rolex; antique clock repair is also available. And if you want to engrave jewelry or have a piece appraised, Neda Jewelers of Manassas is happy to oblige.

As a family-owned business, Fairy's son, Ali Michael, literally grew up in the store. Now a student at the University of Virginia, Ali is often at the store during college breaks. Her daughter, Maryam, also helps out when she takes a break from her pharmaceuticals career or isn't busy with Fairy's two grandchildren—whose photos are proudly displayed throughout the store.

In recognition of the Neda Jewelers of Manassas entrepreneurial spirit and community service efforts, Fairy received the City of Manassas Mayor's Small Business Award in 2005. Following through on its philosophy of "It's better to give than to receive," the shop supports local schools by donating items for fundraisers, and staff members make jewelry repair house calls for elderly or sick customers who can't get to the store. "This is our way of giving back to the community that has supported us," Fairy says.

Amidst her collection of nutcrackers and angels adorning the shop, Fairy expresses sincere appreciation for her customers. "I am grateful for their business and friendship," she says, with a twinkle in her eye. "They have touched my heart over the years, and they are the reason I'm still here today." Fairy reminds everyone to watch for the shop's 30-year anniversary celebration later this year, when special gifts and treats will be offered to thank customers for their patronage.

by Sarah Smarrelli
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