

When it comes to precious gems,
Jack Abraham's demand for perfection —
and nothing less — is firmly set in stone.

A True Industry Gem

BY JENN THORNTON

*"Every stone
has its own soul."*

—JACK ABRAHAM



EDUCATED IN ISRAEL, GREAT BRITAIN, AND THE UNITED STATES, JACK Abraham's youthful inclination was to study aerodynamics and space exploration. Having been involved with the gem and jewelry industry since 1962, however, the Afghan-born businessman chose to remain a part of the family business and instead studied marketing and business administration. Naturally, he brought a scientific mind to the jewelry industry and eagerly embraced the challenges that it presented. "Someone who just buys and sells stones is an object tradesman," Abraham explains. "I study gems; search for them, nurture them. The uniqueness and brilliance of a Jack Abraham gemstone adds color to the life of its eventual owner, so it must represent perfection and added value at all times and in all ways."

Today, Abraham relentlessly pursues and meticulously evaluates the world's gemstones for uncompromising quality. The owner of the New York-based **Precious Gem Resources** and founder of purveyor *Jack Abraham the Precious Collection*, supplies international wholesalers, high-end retail stores, and fine jewelry manufacturers with exquisite rubies, sapphires, and emeralds.

Process Makes Perfect

With his discriminating nature, Abraham cuts no corners. He backs up his fixed principles and high standards with expert craftsmanship and magnificent stones imported from Asia, Africa, and South America. Each and every gem is carefully evaluated for 15 different attributes (including purity and saturation of color, origin, enhancement, brilliancy, dichroism,



texture, zoning, and more) and is guaranteed with multiple certifications of authenticity.

Extensively self-educated in his trade, few can match Abraham's knowledge on the subject—nor compete with his ability to complement fact with intuition. "If the stone talks to me, then I've found it!" he enthusiastically reveals. "Every stone has its own soul." With this philosophy, it's no surprise that Abraham incorporates some soulful stones into his own exclusive line of jewelry. Designed for generations of wearers, the stately collection is heirloom jewelry at its finest.

Partners In Shine

If perfectionism is what drives Abraham, then it is customer satisfaction that consumes him. He believes that today's economy will reshape traditional ideas about what constitutes true value. The jeweler views the current buying climate less as a challenge than as an opportunity to excel. "There is potential for those with foresight to succeed and expand," he asserts. "You must first think of the consumer and work closely with the client. Partnership is very important and teamwork makes all things possible."

With nearly a half-century of solid track record behind him, Abraham shows no signs of slowing down. In fact, his boundless optimism forces him to travel at full speed. "Retirement is not an option for the man who loves what he does," Abraham confidently states. "I owe a lot to the industry, so I try very hard to give a great deal in return." And with that, Jack Abraham's unending quest for perfection continues. ■

