



MARY A. KELLEY & DIANE ALLEN, CO-OWNERS

23RD STREET JEWELERS

WRITTEN BY LAURA WATTS



PHOTOGRAPHED BY SIRI BERTING, RANDI CURBY, REMY HAYNES PAUL JOYNER AND MARISA GUZMAN-ALOIA

1009 Manhattan Ave. in Manhattan Beach
310-374-9923 | 23rdstreetjewelers.com

Sisters Mary Kelley and Diane Allen have a 31-year history as the proud owners of 23rd Street Jewelers. Their unique stores specialize in fine hand-crafted jewelry. Almost all of the designs are original, and most of them are one-of-a-kind pieces. They design exclusively for their two boutique stores and for their clientele. A new website will debut October 13.

What would you like potential clients to know about you?

"Our customer service and professional staff are very important to us. When we opened our store in Santa Monica in 1981, it was just the two of us in our tiny store. We named ourselves 23rd Street Jewelers due to our location at 2319 Wilshire Boulevard. We are privileged to staff our stores with very qualified individuals. Joni Hamilton came to us in 2008 with an extensive career in fine jewelry design and manufacturing. Sara Moore came to us with 17 years of retail experience in fine designer jewelry."

Why did you choose this profession?

Mary: "Diane chose the profession first, and through serendipity and an interest in fine arts, designing fine jewelry became her passion. I followed her by attending the Gemological Institute of America. I received the designation of Graduate Gemologist in 1978. We were an immediate success. We had a formula then, as we do now: customer service, fine quality, friendly, approachable sisters doing what we love, and only making and selling what we would want to wear ourselves."

"WE ARE SO LUCKY AND GRATEFUL THAT THIS COMMUNITY HAS EMBRACED 23RD STREET JEWELERS AS THE MOST WONDERFUL, INTIMATE AND FINE JEWELRY BOUTIQUE IN ALL OF LOS ANGELES."

How do you give back to your community?

"We are the premier small business donor to the MB Education Foundation's Wine Auction. For the past 13 years, we have donated fine diamond jewelry that has raised more than \$200,000 toward local public education. We have also supported many other organizations, too numerous to list."

What does the future hold for 23rd Street Jewelers?

"We are proudly launching our new website in October. We are moving into e-commerce with the hope to find a larger audience for our beautiful merchandise. We hope to go global! We will debut the website to coincide with our 10-year anniversary celebration to be held on October 13. It will be co-hosted by none other than Southbay magazine."

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