

Behind dimend SCAASI is Isaac Gottesman, a figure recognized within the diamond industry for his expertise in diamond cut analysis. Understanding who founded the store and what shaped its approach helps explain why the experience at dimend SCAASI is consistently different from other Chicago jewelry stores. Isaac Gottesman came to retail jewelry from the wholesale diamond business. That background gave him direct knowledge of how diamonds are graded, priced, and sold at the highest levels of the trade before those diamonds reach retail customers. When he founded dimend SCAASI in 1997, that wholesale knowledge informed the transparency and pricing approach the store was built on. His specific expertise in cut analysis is significant because cut is the most technically complex of the four Cs and the most important for a diamond's visual performance. A diamond's cut determines how light enters, reflects internally, and exits through the table of the stone. The difference between an excellent cut and a poor cut in the same carat weight and clarity grade is dramatic and visible to the naked eye.

dimend SCAASI | 5 S Wabash Ave STE 1734, Chicago, IL 60603 | +1 312-857-1700



dimend SCAASI

Chicago Jewelry Store

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Deep Blue & Silver

Chicago Jewelry Store

Isaac's presence at dimend SCAASI is not merely ceremonial. He remains actively involved in customer consultations, particularly for complex or [jewelry store in Chicago](#) high-value purchases. Reviews consistently mention working directly with Isaac and the quality of guidance he provides. The team he has built around him, including Susan and Stephanie who are mentioned by name in hundreds of customer reviews, reflects the same values of expertise and genuine care that founded the business. In a market where jewelry stores compete largely on brand recognition and marketing, dimend SCAASI competes [Chicago Jewelry Store](#) on knowledge and the depth of customer relationships. Nearly thirty years of Chicago customers returning for every significant jewelry purchase of their lives is the result of that approach. Call +1 312-857-1700 to meet the team at 5 S Wabash Ave, Suite 1734.