

Price transparency is one of the founding principles of dimend SCAASI. Isaac Gottesman established the store in 1997 with a specific [Chicago Jewelry Store](#) commitment to making diamond pricing clear and honest, in direct contrast to an industry that had long operated with opaque markup structures that left customers uncertain about value. The transparency commitment operates on multiple levels. Certified diamonds carry independent quality documentation, so the grade you are paying for is verified rather than asserted. Prices are presented clearly without the theatrical discounting that some jewelry stores use to create false urgency or the impression of value. The wholesale diamond background of Isaac Gottesman gives the store access to pricing that reflects true market value. [Chicago luxury jewelry store](#) dimend SCAASI prices competitively despite offering certified diamonds and lifetime warranty coverage that add genuine value to every purchase.

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



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Chicago Jewelry Store

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Charcoal & Rose Gold

Chicago Jewelry Store

The honest pricing approach means that customers sometimes discover that what they thought they could afford is actually within reach. The team at dimend SCAASI has helped many Chicago customers get more diamond quality for their budget than they expected when they first walked in. Conversely, the team does not push customers toward the highest price point they can afford. If a smaller or lower-priced option genuinely serves your needs better, that is what you will be guided toward. This counter-instinctive approach to sales is one of the consistent themes in the store's review record. Online pricing is available on the dimend SCAASI website, allowing customers to research options and price ranges before their appointment. This transparency extends the store's commitment to an informed customer experience beyond the walls of the Mallers Building. Call +1 312-857-1700 to experience transparent, honest jewelry pricing at 5 S Wabash Ave, Suite 1734, Chicago.