

Shelley's Jewelry – Largest Jeweler on Main Street in Hendersonville Closing Its Doors

Stan Shelley understands well how “Main Street” is often considered the heart of a city. His family's jewelry store has moved locations three times in its nearly 50 year history, but always stayed on the same block in downtown Hendersonville.

A piece of Hendersonville history, though, is about to change as Shelley plans to close Shelley's Jewelry – a store his father Keith opened in 1973. “It was a tough decision – it is rewarding to work with people during the happiest times of their lives – but the timing is right,” Shelley said.

A final, going out of business sale open to the public begins on Monday, Aug. 13 and will include extreme markdowns on beautiful jewelry, including diamonds and unique estate pieces until all inventory is gone. As the biggest jewelry store in town, Shelley's Jewelry has pieces in every price range from sterling silver, gemstones to Hearts on Fire diamonds. Other notable designer brands included in the sale are Artcarved, Allison-Kaufman, Benchmark, Imperial Pearls and many more.

The Shelley family was originally from North Dakota and moved to the Asheville, N.C. area after Stan's father Keith, a WWII Vet who learned watchmaking on the GI bill, took a job with Gordon's Jewelers (not the retail chain). In 1973, the elder Shelley decided to open his own store.

Keith Shelley, who passed away in 2010, was the store's biggest legacy, explains his son. “My dad was a big personality – he was always out on the floor meeting and greeting people – and knew so many customers personally. He's been gone quite a few years, but people remember him fondly.”

Stan Shelley describes himself as more of a behind-the-scenes guy. Originally an industrial engineer, he came to work in the family business in 1979 and enjoyed the craftsmanship and precision behind jewelry and watch repair working on custom pieces.

What he will miss most are the customers and the loyal staff at the store. Deb Lewis, the store's manager, has worked at the store for almost 40 years "She knows the customer much better than I do,"

When he had a second heart attack this past summer, he really started thinking "OK, I only have so many years left, what do I want to do with them?"

With his two grown children pursuing other careers, he and his wife decided to close the jewelry store but stay in the Hendersonville area. They will start a new chapter in their life and focus on another passion – rare books. They also own Shelley and Son Books at 429 N. Main St. and do the majority of their business online.

Giving back to the community is something he strongly believes in and has supported several charities and causes over the years including the Hendersonville Symphony, Boys & Girls Club, the animal shelter, Crisis Pregnancy Center, Mission Free Clinic and the Cancer Center at Pardee Hospital.

As he reflects on his family business, he is proud that for almost 50 years, they followed the motto from the Book of Proverbs 22:1 "A good name is more desirable than great riches."

Want to go?:

Shelley's Jewelry
429 North Main Street
Hendersonville, NC 28792
(828) 692-3615

Public Liquidation starts Monday, Aug. 13 at 10 a.m.