

Family-Owned Venus Jewelers Celebrates 47th Anniversary in Somerset, N.J

New Jersey Jeweler has more than 5,300 Google reviews — the most of any jeweler in the state — credits three things that keeps it going.

NJ, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- Most businesses don't make it past a second generation, let alone a fifth. [Venus Jewelers](#) has, and the family behind it — father and son, Dr. Peter Stavrianidis and [Jason](#) Stavrianidis — believes the longevity stems from three things done consistently, generation after generation: a team that stays, clients who return, and a next generation that knows how to carry tradition forward without being stuck in it.



Dr Peter Stavrianidis and Jason Stavrianidis

A Tight-Knit Team, Rare in Retail

Ask anyone at Venus how long they've worked there, and the answers tend to run long. Turnover in jewelry retail is typically high, but much of the Venus staff has been there a decade or more, some considerably longer. That kind of tenure is unusual anywhere in retail, and it matters more in a business built on trust — an associate who remembers a client's ring size from a purchase years earlier, or has sold jewelry to the same family more than once, makes Venus feel less like a staff and more like an institution. It's that continuity, as much as anything the Stavrianidis family has done on its own, that has carried the reputation across five generations.

Clients Now Three Generations Deep

That same continuity shows up on the other side of the counter. Venus counts among its regulars families who've been coming in since the Somerset [store](#) first opened — parents who bought their own engagement rings there decades ago, and whose children came back for their own engagement rings, and who are now, in a growing number of cases, watching a third generation walk through the same doors for the same reason. It's the kind of loyalty that can't be

manufactured with advertising; it's built slowly, through people who remember names and treat every visit as the start of a relationship rather than the end of a transaction. It's also the clearest explanation for how a single storefront, never relocated in forty-seven years, ended up with the highest rating of any jeweler in New Jersey.

Five Generations of Jewelers

The family's story starts with George, who opened the first Venus Jewelers in Astoria, Queens, in 1972, and brought it to Somerset seven years later with his daughter Dora. His son, Peter came to the business almost by accident. His own grandfather had been a jeweler, and his father ran a small store in Queens; when that store's future was in question after the family moved to New Jersey, Peter, headed toward law school at the time, pushed back and asked why. His father's answer, as Peter tells it, was less a conversation than a challenge: if you think you have what it takes, prove it — take over.

"I thought I was going to come in and take over temporarily," Peter says. "And long story short, here we are 47 years later, with thousands of clients who have become like extended family to Venus. We've created a legacy and a fantastic reputation in the community."

Peter's own father had a standard he returned to constantly — "Did I do the right thing today?" — and Peter says he already sees that question showing up in the fifth generation: his son, Jason. "I think he would be extremely proud of what we have built," Peter says of his own father, "of the way we have served our community and made friends over the years — and, of course, his grandson Jason becoming a rising star in this industry."

Jason didn't grow up planning to be part of any of it. "I did not expect that this would be my career," he says. That changed one summer in high school, working part-time on the floor, when something shifted. He liked the clients, the team, and — more than he expected — actually learning the craft. He joined Venus full-time in 2019, and by 2025 had earned his Graduate Gemologist degree from the Gemological Institute of America.

"It's inspiring," Jason says, "to see what my grandparents went through, coming here in the '60s to a country where he didn't speak a word of English, and to see how he was able to overcome so many obstacles to find his purpose."

One Foot in Each World

If the first two tenets explain how Venus got here, the third is about where it's headed — and it runs through Jason. He brings a new-world breadth to the business: a modern watch program built around a growing selection of Rolex, an instinct for technology and outreach, and a vision for the brand that reaches well past Somerset. He talks about Venus becoming known for exceptional service, client education, and integrity on a bigger stage, a "beacon of light" beyond its home town.

But for all that forward motion, Jason keeps one foot firmly planted in the old world his father and grandfather built. Peter's hope for his son has less to do with growth than with pace — a suggestion to slow down, enjoy the ride, and celebrate the small wins instead of always chasing the next one. Asked what he'd want Jason to know that he hasn't already told him, Peter doesn't

mention the business at all. He talks about his son's maturity, his ease in front of a crowd, and the way he looks after the people he works with — qualities, Peter says, that give Jason an advantage he didn't have himself at that age.

It's that balance — a team that stays, clients who return generation after generation, and a fifth generation building forward without losing its footing — that has carried Venus's reputation this far, and that the family expects to carry it further.

Venus Jewelers is located in Somerset, New Jersey, and is marking its forty-seventh anniversary this year, including the Anniversary Vault Sale, running August 24–29.

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