

Silver Palace Inc. Celebrates 30 Years as Wholesale Sterling Silver Supplier

Founded in 1996 in the Los Angeles Jewelry District, the company now supplies more than 25,000 designs in silver, gold, moissanite and lab-grown diamonds.



LOS ANGELES, CA, UNITED STATES,

September 9, 2026 /EINPresswire.com/ -- Silver Palace Inc., a wholesale jewelry supplier based in the Los Angeles Jewelry District, is marking 30 years in business this year. Founder Armen Norendzayan started the company in 1996 at 640 S. Hill Street, and it has operated from the same address ever since.

“

Thirty years of the same standard means our retailers never have to second-guess an order, whether it's sterling silver, gold or a new category we've just added.”

Alec Norendzayan, Vice President, Silver Palace Inc.

Before founding Silver Palace, Norendzayan sold jewelry at flea markets across Los Angeles, working the swap-meet circuit. That experience shaped the company he built: organized inventory, consistent ordering, and a fixed quality standard, rather than the informal, cash-and-carry approach common among small wholesale vendors at the time.

The company's foundational commitment has been genuine .925 sterling silver, verified and hallmark-stamped

on every piece. Early product lines included birthstone baby charms, [wholesale silver chains](#), and domestically produced toe rings; the latter received an early boost when a nail polish company built a promotional bundle around the design, extending Silver Palace's reach beyond the jewelry trade.

Since then, the catalog has expanded in stages, always after the sterling silver line was established and always under the same verification standard: 14K gold jewelry was added in 2020, [moissanite](#) in December 2022, and [lab-grown diamonds](#) -- certified by IGI and GIA -- in 2025. The combined catalog now totals more than 25,000 designs.

"We wanted retailers to be able to trust what was in the box before they opened it," Norendzayan said. "That standard hasn't changed since 1996, whether it's a piece of sterling

silver or a lab-grown diamond."

Alec Norendzayan, the company's vice president, now oversees daily operations, applying the same standard to a larger catalog and a broader base of retail and reseller customers.

Silver Palace ships from its own U.S.-based inventory rather than placing per-order requests overseas, which the company says shortens restocking times for retailers compared with suppliers that source internationally. Wholesale orders start at a \$200 minimum, with published volume discounts at higher order tiers.

Looking ahead, the company said it plans to expand its 14K gold and lab-grown diamond lines while continuing to serve the local relationships that have defined its business in the Jewelry District since 1996.

About Silver Palace Inc. Founded in 1996 by Armen Norendzayan, Silver Palace Inc. is a wholesale jewelry supplier based in the Los Angeles Jewelry District. The company supplies retailers and resellers with genuine .925 sterling silver, 14K gold, moissanite, and lab-grown diamond jewelry, with a catalog of more than 25,000 designs. Silver Palace Inc. operates from its original location at 640 S. Hill Street, Los Angeles, CA 90014.

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