



MARSHALL PIERCE & COMPANY

Behind every sparkling sapphire, exquisitely cut diamond or trendsetting timepiece...there is a story. A story more important—more priceless, in fact—than the finest jewelry collection.

It's the story of an heirloom to be shared through generations. A token of love passed from groom to bride, grandmother to granddaughter, father to son. A celebration of fond memories past...and first steps ahead.

At Marshall Pierce & Company, we're no strangers to this business of family because we've long been a family business. In 1897, Ellis Bern, a third generation jeweler, opened Bern Jewelers in Chicago with his brother and partner, Charlie. Jerry Bern Sr. worked there until he acquired Marshall Pierce & Company in 1968.

Respectfully known as "The Boss," Jerry Sr. encouraged his sons to join the family business and under their collective watch, Marshall Pierce rose to become Chicago's premiere provider of fine jewelry and luxury timepieces.

Today, the tradition continues under the leadership of Jerry Bern Jr., a sixth generation jeweler, and his son Evan—both Graduate Gemologists from the Gemological Institute of America, the industry's most highly regarded institution for education and evaluation.

Together with our talented sales team, Marshall Pierce is pleased to feature the world's most celebrated jewelry and watch lines. We are extremely proud of the long-lived success of our flagship store on East Madison St. and are excited to bring you our second destination on Michigan Avenue.

But truthfully, while we are thrilled to have been noted time and again by Chicago media for our unbeatable quality and service, we are most pleased when someone leaves our store with something special...and a brand new chapter begins.

Welcome to Marshall Pierce & Company. Purveyors of fine stories since 1928.

Yours truly,

Jerry E. Bern



ON THE COVER: IVANKA TRUMP