Joy-Den Jewelers Celebrates 40 Years in Downtown Marlborough

Locally-owned jeweler marks four decades of serving generations of customers throughout Marlborough and MetroWest



Marlborough, Massachusetts Nov 4, 2026 (Issuewire.com**)** - **Joy-Den Jewelers**, a locally owned fine jewelry store in Downtown Marlborough, is celebrating its 40th anniversary this year, marking four decades of helping customers celebrate milestones, preserve family heirlooms and create new traditions.

Joy-Den was founded in 1986 by Joyce Marino and Dennis Marino, whose first names inspired the store's name. Over the next four decades, the business became a familiar part of Downtown Marlborough and built relationships with generations of local customers.

Current owner Chad Yesue has been part of that history for much of his life. He began working at Joy-Den as a teenager, went on to study jewelry making and repair at Boston's North Bennet Street School, and eventually became the store's manager before purchasing the business in 2005.

"Forty years doesn't happen because of one person. It happens because people choose to come back, year after year, and trust us with some of the most meaningful moments and pieces in their lives," said Yesue. "Our incredible staff has watched customers become friends, helped their kids pick out engagement rings and cared for jewelry that has been passed down through families. That trust means everything to us, and we're grateful to still be here in Downtown Marlborough doing what we love."

Today, Joy-Den remains an independent, full-service jeweler offering fine jewelry, engagement rings, custom design, appraisals and in-house jewelry repair.

To thank the community for four decades of support, Joy-Den will host a 40th Anniversary Celebration **on Saturday, November 14, from 10 a.m. to 2 p.m.** at 209 Main Street in Marlborough. The celebration will include refreshments, special treats, gifts with purchase and a raffle for a $400 Joy-Den Jewelers gift certificate.

About Joy-Den Jewelers

Joy-Den Jewelers is an independently owned fine jewelry store located at 209 Main Street in Downtown Marlborough, Massachusetts. Serving Marlborough and the MetroWest community since 1986, Joy-Den offers fine jewelry, engagement rings and wedding bands, custom jewelry design, appraisals and expert in-house jewelry repair. For 40 years, Joy-Den has combined skilled craftsmanship with personalized service, building lasting relationships with generations of customers throughout the community. Learn more at **joydenjewelers.com**.

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