

# GRAND OPENING



“We’re incredibly honored to carry on the legacy of Kullberg Jewelers while bringing the Steffan’s Jewelers experience to the Elkhorn community,” *said Max*. “This expansion is more than a new location—it’s a continuation of our family’s commitment to craftsmanship, service, and connection.”

## STEFFAN'S JEWELERS OPENS SECOND LOCATION IN ELKHORN, WI, CONTINUING A *FOUR-GENERATION LEGACY*

Elkhorn, WI – A beloved name in McHenry County is now bringing its sparkle to Walworth County Wisconsin. Steffan's Jewelers, a family-owned business with roots dating back to 1946, has officially opened the doors to its second location in Elkhorn, Wisconsin.

The new store, which opened in October 2024, is located in the former Kullberg Jewelers space at 15 S Wisconsin St.—a fixture in Elkhorn since 1945.

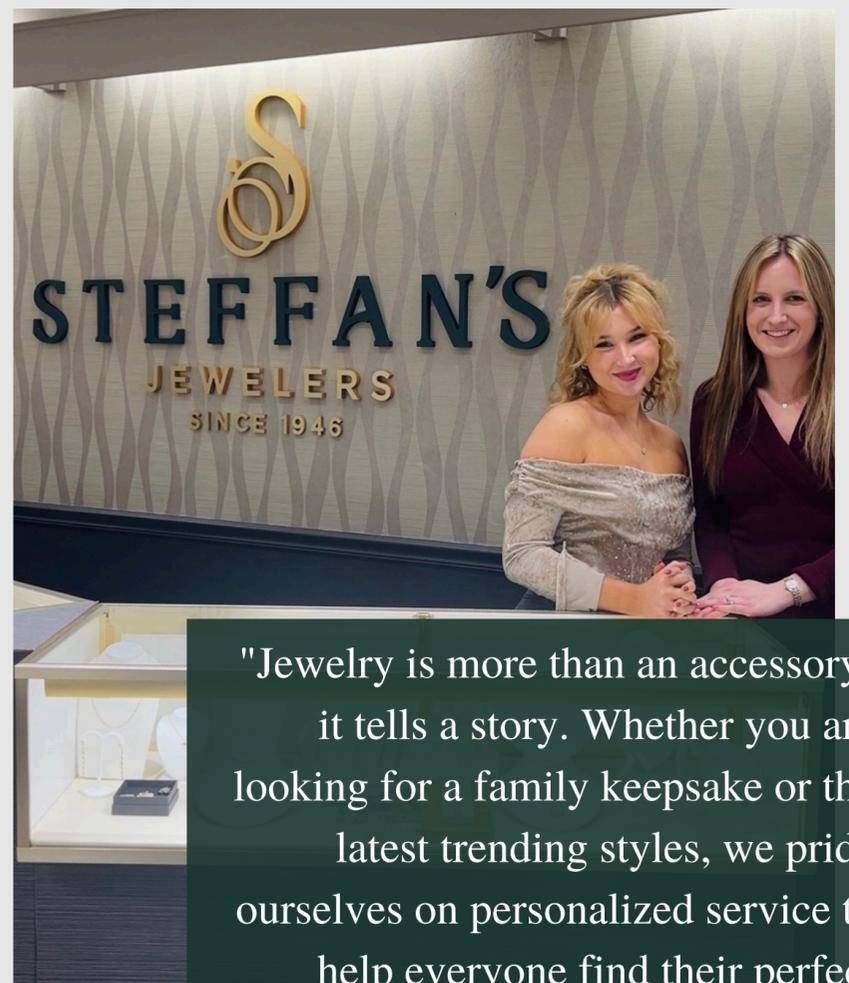
Owners Max and Jessica saw an opportunity not only to grow their business, but to continue a tradition of excellence in a space with its own rich history.

Steffan’s Jewelers was first established in McHenry, Illinois, in 1946 by Max’s great-grandparents, Teresa and Herold Steffan. In its early days, the store offered everything from Timex watches and engagement rings to chocolates, vinyl records, and even fishing gear. Over the decades, the business evolved into a trusted name in fine jewelry, specializing in engagement rings, custom jewelry, diamond and gemstone fashion, and expert jewelry repair.

With four generations behind the counter, the Steffan family has spent nearly 80 years curating, creating, and caring for customers’ most treasured heirlooms. Now, with the Elkhorn location, that legacy is set to grow.

“We’ve always believed that every piece of jewelry tells a story,” *said Jessica*. “Whether it’s a grand engagement ring or a modest family keepsake, we’re here to help write those stories—no matter the budget.”

The new Steffan’s Jewelers location in Elkhorn offers the same dedication to quality, personalized service, and exceptional selection that the McHenry community has come to love. And for Max and Jessica, it’s not just about selling jewelry—it’s about building relationships that last for generations.



"Jewelry is more than an accessory—it tells a story. Whether you are looking for a family keepsake or the latest trending styles, we pride ourselves on personalized service to help everyone find their perfect piece. Visit our Elkhorn Showroom, we are excited to bring your jewelry dreams to life!"

*-Emily & Sophie*