



Online Jewelry Repair Set to Release Two New Commercial Spots (MyJewelryRepair.com Steps Up Marketing to Reach Wider Audience)

RANCHO CUCAMONGA, July 24th, 2017 -- MyJewelryRepair.com announced that shooting for their first two commercial spots at their secure facility in Rancho Cucamonga has wrapped. My Jewelry Repair is taking measures to grow their business, moving it forward online, hoping to raise awareness about their unique service through visual mediums.

“We want people to know about our business and how it rivals local shops in both scope of services and price,” says Vice President of Operations Ryan Tigner. My Jewelry Repair adds that they “never charge extra for services like rhodium plating on all white gold items, black rhodium, gold plating, or two tone finishes.”

Local jewelry repair establishments often utilize services offered by MyJewelryRepair.com for repairs they do not have the means to fix in-house. My Jewelry Repair would now like to reach out to consumers directly while continuing to garner a strong presence among industry insiders.

Not only is My Jewelry Repair the first online jewelry repair service, but it is also among the first in the industry to tailor and spearhead a marketing campaign geared towards the modern digital landscape. “We’d like to aim different versions of our content at influential platforms like Youtube and Facebook where we can introduce our brand and our services to a wider audience,” says Social Media Coordinator Juan Mendoza.

Production and post-production for the commercial is headed by Fallout Entertainment, a film, music video, television, commercial, and home video production company owned and operated by director Bill Fishman (*Tapeheads*, *Car 54 Where Are You?*). MyJewelryRepair.com’s first two efforts were directed and edited by Maria Juranic of Fallout Entertainment. Both commercial spots were written by Chapman University MFA screenwriting alum Sean Barron, who also served as executive producer.

Fallout built their reputation in the early days of MTV for notable acts like The Ramones, Hank Williams Jr., George Clinton, Stevie Ray Vaughn, and Sir Mix-A-Lot. Today they build upon their legacy working with names like The White Stripes, Eminem protégé King Gordy, Crispin Glover, Tiësto, and Nelly Furtado. Fallout brands itself as a production company that can “work within any budget range, and still create an impeccable product that demands repeated viewings.”

My Jewelry Repair utilized Fallout Entertainment in order to capture their certified watchmakers and master jewelers at work in the most cinematic way possible, creating a visual aesthetic reflective of their unique business. Look for their brand new commercials coming to online platforms near you.

ABOUT MYJEWELRYREPAIR.COM

MyJewelryRepair.com is an online master jeweler and certified watch repair service company dedicated to creating a convenient customer experience. Founded in 2014, My Jewelry Repair maintains headquarters in Rancho Cucamonga, CA, as well as supporting facilities in Connecticut. MyJewelryRepair.com strives to become the leading jewelry and watch repair service in the US, operating effectively at a national level today.