

# Trust, Hustle, And Family

An Interview with Avi Hiaeve, Founder and Chief Executive Officer, Avi & Co.

**EDITORS' NOTE** *Avi Hiaeve is a business owner, an entrepreneur, a father of six, a husband, and a brother. Hiaeve arrived from Israel at 14 years old and started his own storefront at just 16 years old. Three years later, he had secured a coveted spot in New York's hallowed Diamond District. He has built lasting relationships with the watch world's elite. He has created custom pieces for celebrity clients like Jamie Foxx, DJ Khaled, Floyd Mayweather, Sylvester Stallone, as well as the Brooklyn Nets and also sells to jewelers in the wholesale industry.*



Avi Hiaeve

**COMPANY BRIEF** *Avi & Co. (aviandco.com) is a family-owned, highly trusted luxury watch and jewelry retailer located in the heart of Manhattan's Diamond District. Avi & Co.'s unique jewelry and exclusive watch brands include brands such as Richard Mille, Patek Philippe, Audemars Piguet, and Rolex. At its Manhattan home as well as its locations in Miami and the recently opened Avi & Co. in Aspen, Avi & Co.'s people-first commitment to its customers, many of which are athletes, musicians, and celebrities, demonstrate the company's dedication to building long-lasting relationships on a foundation of trust.*



Avi & Co. emerald-cut diamond band ring



Avi & Co. fancy shapes diamond necklace

**Will you discuss your career journey?**

My journey began with little more than a dollar and a dream. I immigrated to New York at 14, barely speaking English, but I had ambition and an unwavering drive. I worked wherever I could: deliveries, shoveling snow, running food. At 16, I opened my first jewelry store off Canal Street. My parents thought I was out of my mind, but my mother saw something in me. She told my father, "Give Avi the dollar and let him fulfill his dream." That moment set everything in motion.

I cut my teeth on Canal Street and then on 47th, learning the business from the ground up. That early hustle shaped who I am. Today, what started as a small storefront has grown into Avi & Co. with showrooms in the Diamond District, Miami, Aspen, and soon, our flagship headquarters on 59th Street and 5th Avenue. But no matter how far we've come, the foundation remains the same: trust, hustle, and family.

**What was your vision for launching Avi & Co., and how do you define its mission?**

When I started Avi & Co., I wasn't chasing the idea of a luxury empire. I simply wanted more: more opportunity for myself, for my family, and for my customers. But the vision became clear: to create a place where people could experience luxury that felt personal – not just through our watches and jewelry, but in how they were treated. A young professional



*Avi & Co. Nous Trois diamond cuff ring*

buying their first Rolex should feel just as valued as a celebrity acquiring a one-of-a-kind piece.

Our mission is rooted in trust, authenticity, and long-term relationships. We're not a corporate showroom. We're a family business that treats every client like family. That's what keeps people coming back.

**Will you highlight Diamonds by Avi & Co., the next chapter from Avi & Co.?**

Diamonds by Avi & Co. represents the natural evolution of the brand and something deeply personal to me. While watches have always been my passion, I started my career in diamonds and over time I began creating custom pieces for close clients: athletes, entertainers, and individuals who wanted to make a statement with something bold, rare, and unique.

What started as one-off commissions turned into something bigger. Diamonds by Avi & Co. is our in-house fine jewelry line – designed,

sourced, and produced with the same precision and edge that defines our name. It's not about following trends. It's about creating pieces that reflect individuality and legacy.

**Will you provide an overview of the Diamonds by Avi & Co. collection?**

The collection is striking and unapologetically bold. From fancy-shaped diamond necklaces to rings featuring vibrant colored diamonds – yellow, pink, and even rarer blue stones – where every design is made to stand out. We blend timeless elegance with unexpected flair: marquise and radiant cuts, thick tennis bracelets, oversized pendants, all finished with a level of craftsmanship that rivals the best in the world. Every stone is matched by hand. Every setting is deliberate. These pieces aren't just jewelry; they are personal statements. Whether subtle or show-stopping, the goal is always the same: to create something rare, meaningful, and unforgettable.



*Avi & Co. fancy yellow cushion drop diamond necklace (close-up below)*

**Do you see additional brand extensions for Avi & Co.?**

Absolutely. For us, luxury doesn't stop with watches and jewelry. It's a whole ecosystem. That includes launching our in-house service and certification program, giving every client added peace of mind that their watch is backed not just by a warranty, but by our name and reputation. We've also introduced our own timepiece lines, the Iced, Frosted, and Hue collections, and I see more to come, but every extension must reflect the Avi & Co. values of craftsmanship, individuality, and impact.

**When you look to the future, what are you most excited about for Avi & Co.?**

It always comes back to the people: my family, my team, and the clients who've grown with us over the years. I have six children. My parents still work alongside me. We opened in Aspen a year ago, and our new headquarters on 59th Street and 5th Avenue will be a true flagship for the brand. That building represents how far we've come. It's not just a store. It's the heart of what we've built.

More than expansion, I'm excited about legacy. I want people to see Avi & Co. and know it stands for something: trust, loyalty, and authenticity. I want my children and their children to be proud of what we've created. That's what drives me forward. That's the future I see. ●

