



Oak Ridge North “MERCHANT SPOTLIGHT”

Cassio Creations Fine Jewelry

Recreation of Oak Ridge North Article
Published February, 20



In 1992 Craig Cassio decided it was time to “pop the question” to his girl-friend. He went to a friend who owned a jewelry store and purchased a diamond solitaire. Michelle said, “Yes!” So wanting a more distinctive ring design for his beautiful bride-to-be, Craig sketched out a few designs and took them to his friend who not only created the ring from Craig's design, but offered Craig his first job in the jewelry business!

Later that year, Craig began the process of growing his own jewelry business by learning all he could from employers and working at home in the evenings with books and videos to develop his skills. By 1997 Craig was self-employed doing contract jewelry design and repair for stores throughout the Houston area. In 1999 Michelle left her full-time job to join Cassio Creations. Today, both Craig and Michelle are certified by the Gemological Institute of America.

By 2001 Cassio Creations opened its first store-front in a location near Rayford Road and I-45. They soon became known in The Woodlands area for jewelry with beautiful custom designs and exquisite workmanship. These are not your cookie-cutter, mass produced pieces of jewelry!

In 2008 Cassio Creations moved to their current location in the Wood Ridge Center on I-45 near Pallotta's Italian Grill. With an expanded retail showroom and design space, Craig and Michelle's business flourished! Craig says, “We love the hometown feel we have here. We know our customers and our neighbors.” Michelle noted how much they appreciate the ORN Police Department. “They are so friendly and knowledgeable. [Detective] Kent Hubbard specifically came in to give us information on security when a string of jewelry store robberies were taking place in Houston.”

Cassio Creations utilizes the latest in design technology, including CAD, to create one-of-a-kind jewelry. Custom casting, milling and stone setting all take place in the store. Although the heartbeat of the business is in custom designed pieces, Cassio Creations is a full-service jewelry store offering not only fine jewelry pieces and watches, including a new line of Tissot watches, but also repair and appraisal services and a beautiful selection of giftware including lovely jewelry boxes.

In 2011, Cassio Creations was awarded a SPRUCE Grant from the ORN Economics Development Corporation. This grant allowed them to expand and renovate both the showroom and design space. Cassio Creations will be celebrating their grand re-opening the weekend before Valentines Day, February 10th - 12th. Come in to find the perfect item for your Valentine Sweetheart!