

## Company History

*From the moment you say, “Yes” your engagement ring becomes a beautiful symbol of the one you promise to love forever. It’s a token of the memories you have and the memories you’ll make together. For more than 40 years, Charm Diamond Centres has helped Canadians through this process to help celebrate and commemorate all of life’s biggest moments.*

Step into the largest Canadian owned jewellery store and you’ll quickly see that bridal rings are our specialty. Charm Diamond Centres carries many lines of top quality bridal rings to suit every taste and style. We also make it easy for our customers to confidently shop within their budget by visibly pricing everything and by creating a welcoming environment where getting good value and service are of paramount importance.

Charm Diamond Centres, founded by Richard Calder, offers several stunning lines of diamond rings including Glacier Fire Canadian Diamonds, Victor Diamonds of Ontario, and LeVian.

Calder set the precedent and was responsible for many firsts in the industry, including the introduction of Lifetime Warranties on diamond product and was the first jeweller to bring Canadian diamonds to the forefront. Charm’s Glacier Fire Signature collection is mined, cut and polished in Canada. Their brilliant quality reflects Canada’s truly unique identity and celebrates the magnificence of our natural resources. Each Canadian diamond comes with a Certificate of Origin so owners can trace the history of their diamond. And in 2014 Calder launched his own his Signature Collection, Charmed by Richard Calder. Charmed is a unique designer bridal line. It’s the first designer line for Canadians by a Canadian.

“Although I’ve been designing rings for years, I’ve never put my name to a collection,” says Calder. “These designs are influenced by styles from all around the world, though I prefer to keep the collection close to Canadian trends and stay true to the use of Canadian materials.”

Calder designed rings for years before introducing Canadians to the Charmed Collection. Each ring is born from Calder’s vision and personal sketch, and then transferred to wax, and finally the completed ring is created where every detail is considered.

Calder designed all the rings in Charmed with precision and strict attention to detail. Each centre stone is a hand selected, high quality Canadian diamond, which is then set in 100 per cent Canadian gold. There is also a small Canadian diamond embedded on the inside of the band to caress the skin. The collection itself is truly one of a kind.

From the beginning, Calder’s mission has been to, “Win the Customer for Life.” He believes providing excellent customer service and the best price is key to making that happen. “Our buying power gives us the ability to have an unbeatable pricing policy and we’re very competitively priced for value. We like to think of ourselves as an affordable luxury jeweller.”

The Company has grown from its humble beginnings. The first store opened in Dartmouth, Nova Scotia and the Company grew quickly and expanded throughout Atlantic Canada, later moving into Ontario and the Western provinces. Charm Diamond Centres is now in every Canadian

province except British Columbia and Quebec. Most recently, Charm Diamond Centres opened its 74th store in Oshawa, Ont., and the company now employs more than 700 people across the country.

Charm Diamond Centres has invested heavily in continuous learning, leading and coaching. Their sales associates have been well trained to manage all your jewellery needs. In fact, each store has designated 'diamondologists' who are certified diamond experts. "We have always really cared about how our people were treated," says Calder. "We are proud to have many long term, experienced employees, in fact, a few have been with us well over 30 years!"

Calder's commitment to both his employees and customers led to Charm Diamond Centres being bestowed with the prestigious Canada's Best Managed Companies designation in 2008, and now have been named a platinum member of the distinctive program. Calder was also awarded the Ernst & Young Entrepreneur of the Year in 2007 and is an inductee into the Nova Scotia Business Hall of Fame.

After many years in the jewellery business, Calder's passion for beautiful jewellery has not diminished. "It's very fulfilling to see customers appreciate the designs and styles we've chosen," he says, "and it's exciting to see customers wearing our products and loving them."

Whether you're looking for something from our Glacier Fire Canadian Diamond line, which is a premium brand of Canadian diamonds, or LeVian, featuring the rich chocolate diamonds that are so often seen on the Red Carpet at high profile events, or perhaps Chamilia charm bracelets, men's wedding bands, or watches by Daniel Wellington, Michael Kors, Guess, Citizen and Bulova, the staff at Charm Diamond Centres will be prepared to help you. We can even assist customers looking for custom design rings.

According to Calder, it's always about creating those special relationships. Now the chairman for Charm Diamond Centres, Calder will always have a special place in his heart for his spot behind the counter. "It is always special to be a part of something as momentous as picking out an engagement ring or celebrating an anniversary. I've always tried to instil in our staff the importance of focusing on the customer," he says.

You can start your journey toward being a customer for life by visiting any one of Charm Diamond Centres' multiple locations throughout Canada.

Source: Charm Diamond Centres <https://charmdiamondcentres.com/company-history>