



## THE MARKET

In 2006, Canadian consumers spent \$2 billion on jewellery — an impressive figure which highlights three years of sales growth. Inspired by such phenomenally successful marketing campaigns as “A Canadian Girl’s Best Friend” and “Diamonds are Forever,” Canadian love-birds now have the highest diamond engagement ring acquisition rate in the world at 85%. Buying jewellery for every occasion has become a popular Canadian pastime — and it’s fuelling a lucrative and growing market.

To ensure its leading position in the highly competitive world of luxury jewellery, Birks constantly increases its offering of exclusive designs primarily through diamonds, fine jewellery and timepieces while complementing its offering with an assortment of prestigious international brands.

As a result, the Birks brand stands out as an indisputable national leader in diamonds, fine jewellery, timepieces and gifts. And it’s not just the first-class quality and exquisite designs that inspire the loyalty of Canadians. They also know that every time they walk through the

doors of a Birks store they are assured of a unique and total brand experience of customer service and satisfaction.

## ACHIEVEMENTS

Over the years, Birks has collected more international design awards than any other Canadian jeweller. Among them, Birks has won an impressive 12 *Diamonds Today Awards*, the most prestigious jewellery design award in Canada. Birks designers have also earned 6 *Diamonds-International Awards*, commending their outstanding design and creativity.

## HISTORY

Over the years, Birks has created a longstanding philosophy of quality, exclusivity and excellence in service that has made a great impact in the luxury jewellery universe.

For Birks, it has been an illustrious and celebrated journey of more than 125 years.

In 1879, Henry Birks was inspired to start his own jewellery store with a set of core values including quality, exclusivity, excellent service and design innovation. His vision is at the cornerstone of a retail empire spanning five generations that served a clientele that included royalty and heads of state. Throughout the 20th century, great moments mark Birks’ memorable journey as it grew to dominate the Canadian jewellery market.

Regaluxe Investment acquired Henry Birks & Sons in 1993. Count Lorenzo Rossi di Montelera from Turin (Italy), who represents a controlling interest in Regaluxe Investment, recognized in Birks a luxury brand with tremendous potential.

In 1996, Thomas A. Andruskevich joined Birks as President and Chief Executive Officer. By 1998, with a plan for extensive capital investments to remodel stores, a refocused merchandising strategy based on the design and creation of exclusive high-quality jewellery and timepieces, and a brilliant contemporary communications campaign, Birks embarked on the exciting adventure of becoming a world-class luxury brand.

In 2002, Birks acquired a controlling interest in Mayors Jewellers, an established American leader in fine jewellery and prestige timepieces. The two companies, which shared a common vision based on design excellence and fine quality merged as Birks & Mayors Inc. in November 2005. In November 2007, Birks & Mayors strengthened its presence in Western Canada by acquiring the assets of Brinkhaus, a privately owned Canadian luxury jeweller with a celebrated 30-year history in Calgary and Vancouver.

## THE PRODUCT

As Canada’s premier luxury jewellery brand and most respected creator, designer and manufacturer of fine jewellery, timepieces, sterling silverware and gifts, Birks represents a heritage of trust, uncompromising quality and courteous service.

The Birks brand continues to reflect the rich, historical references of the past while maintaining an innovative, dynamic and sharp focus on the future.

The story behind every Birks piece you wear, give and cherish begins in the Birks state-of-the-art studios in Canada and the U.S. Renowned for their meticulous attention to detail and unerring passion for quality and design, the Birks artisans craft works of art as unique and unforgettable as your own journey.

Among these artisans is **Toni Cavelti**, whose name is synonymous with compelling modernist design. Favored among collectors, the Cavelti pieces create sophisticated statements that will continue to be appreciated with time.

Birks also brings its customers into the world of **Esty**. With a studio on the French Riviera, Esty’s creations capture the whimsical attitude, playful nature and evocative spirit of the Côte d’Azur.

Birks retail destinations also offer a world-class selection of prestige timepieces, including Baume & Mercier, Breitling, Bvlgari, Cartier, Concord, Dior, Gevri, Gucci, Jaeger-LeCoultre, Longines, Mont Blanc, Omega, Rado and TAG Heuer.

Birks award-winning designers continue to fill the legendary Blue Box with a timeless sense of luxury, refinement and elegance through their breathtaking designs and unrivalled creativity.



**THE AMORIQUE DIAMOND®**, a proprietary cushion-cut diamond that is exclusive to Birks, comprises only the finest diamond crystals, meticulously selected and individually hand-crafted to maximize brilliance, reflection and luminous radiance. The unique and rare technique of fashioning the star-shaped pattern transforms the gem into a timeless but modern beauty, stunning from every angle. **THE AMORIQUE DIAMOND®** reaffirms that forever is, after all, as precious as it gets.



Where fate and luck collide, the **BIRKS DESTINEE™** collection comes to life. With its striking modern design, this collection celebrates connections with extraordinary pieces that create a story to last for all time. Inspired by the Birks 1920s “quatrefoil” logo, the 18kt gold and diamond pieces represent the culmination of an enduring design sensibility and over 125 years of Birks craftsmanship.

Designed for an active lifestyle, the **BIRKS RPM®** watch collection represents the new generation of timepieces for Birks as the first sports watch collection launched under the Birks brand. With a name that evokes passion, power and precision time-keeping, **BIRKS RPM®** is available in four unique styles.

A quality timepiece is an important statement, and no one helps you express your individuality more succinctly than Birks. The **BIRKS SIGNATURE™** Watch Collection is a rich selection of timepieces for both men and women. Each Birks timepiece is trusted and coveted for its craftsmanship, design and precision.



The great tradition of silversmithing lives on at Birks, with new designs destined to become contemporary classics. The **BIRKS IMPRESSIONS™** collection is crafted with the intricate workmanship of yesteryear, then melded into chic, streamlined designs. Birks silver is a sophisticated

accessory for men and women with a discriminating sense of style.

Inspired by a tradition of superior craftsmanship, the **BIRKS BOUTIQUE™** collection includes an extensive line of signature handbags and accessories made of the finest quality Italian calf leather and a custom jacquard fabric created exclusively for Birks.

**RECENT DEVELOPMENTS**

For over 100 years, Birks has lived by a set of principles that have become the values and the ethics of Birks & Mayors Inc. Paramount among those principles is “to fully meet the responsibilities of corporate citizenship by contributing to the well-being of society, and the environment in which it functions.”

**Kimberly Process:** Since 1879, Birks has set the standard across Canada for quality diamonds and for providing meticulous grading. All diamonds sold at Birks have been sourced in compliance with the *Kimberly Process* ensuring they are conflict-free.

**Boreal Forest Conservation Framework:** In February 2007, Birks became the world’s first luxury jewellery retailer to join in an ambitious effort to protect Canada’s vast boreal forest through responsible mining.

**Official Supplier of Jewellery for the 2010 Winter Games:** Birks is proud to have been named the Official Supplier of Jewellery for the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games. This significant initiative was born of shared values and Birks ongoing commitment to delivering an incredible brand experience to a national and international audience. Birks is thrilled to partake in a journey that honours our best athletes and celebrates excellence on the world stage, and we look forward to sharing our special collection with the world.

**PROMOTION**

Celebrities and celebration are part of the Birks attitude. Many international stars have attended special functions and tributes hosted by Birks over the years such as Oscar Peterson, Andrea Bocelli and Canadian jazz singer Holly Cole. And more than one elegant dancer from the National Ballet of Canada, including Rex Harrington, Kimberly Glasco and Chan Hon Goh, has graced a party at Birks with their presence.

In 2005, a new partnership with Birks and *Time* magazine brought crowds of people out to see superstars Johnny Depp, Tim Burton and Helena Bonham-Carter walk the red carpet outside the Birks store on Bloor Street for the Toronto International Film Festival’s bash to celebrate the launch of **THE AMORIQUE DIAMOND®**.

**BRAND VALUES**

Known for its international elegance, the Birks brand is the ultimate expression of luxury that evolves into products that are valued for their quality and enduring style. Birks turns moments into memories. Each Birks design is created to

*a brilliant reminder of what forever looks like*

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celebrate those special moments that will be cherished from one generation to the next.

Birks also prides itself in offering a unique retail experience for its customers. From the first moment one enters Birks retail destinations, it is easy to recognize the many facets of its world of luxury. Offering the finest materials and sophisticated details, the Birks brand is delivered in a truly warm environment.

Today, Birks is more beloved than ever. As it has been for over 125 years, Birks is the preferred choice to mark special moments, celebrate life’s milestones and treat the most precious people in our lives, including ourselves.



**THINGS YOU DIDN'T KNOW ABOUT BIRKS**

- Birks was the first Canadian jeweller to endorse the *No Dirty Gold* campaign’s *Golden Rules*, a set of social, environmental and human rights principles to guide more responsible gold production.
- Birks has six flagship stores in Montreal, Ottawa, Toronto, Calgary, Edmonton and Vancouver, as well as 32 other luxury destinations across Canada.