

BIRKS BUZZ



BIRKS BUZZ BIRKS
BUZZ BIRKS
BUZZ BIRKS

Millon Dollar Writers Gala

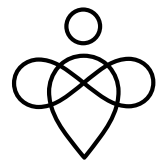
Let's celebrate together!

A Never-Ending Love Affair

That's what our Brand is all about!

When Generosity meets Compassion

A very touching customer story



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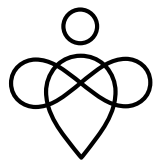


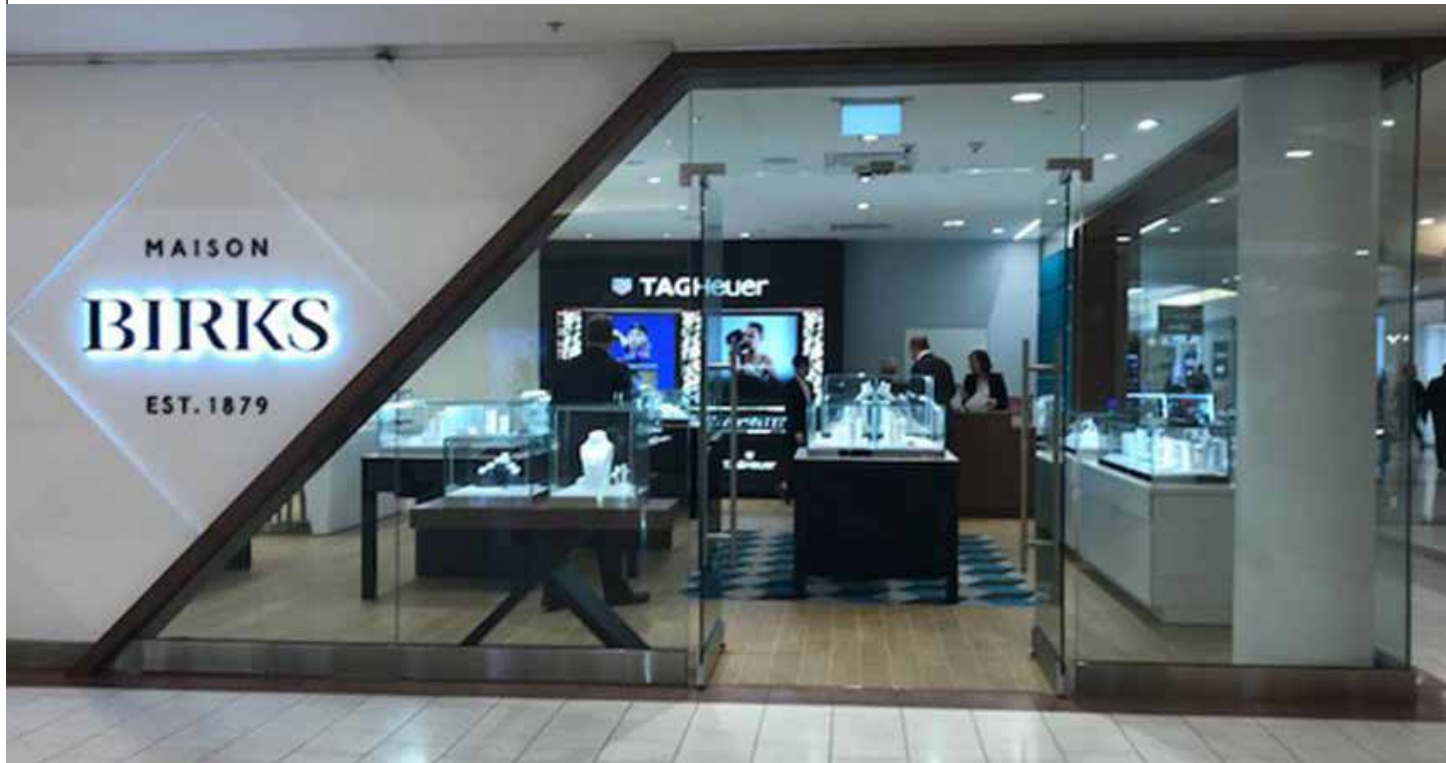
Birks Montreal Flagship

THE NEWLY RENOVATED BIRKS STORE REOPENED ON JUNE 11TH. WE WISH MUCH SUCCESS TO THE TEAM.



From back to front: Ibtissam Fraskouri, Kenneth Yuen, Michaël Grubain, Andrée-Anne Marion, Romain Bonnin, Ihab Mikhail, Joël Monpetit, Cathia Bérard, Élodie Sanchez, Émilie Parent, Debbie Leggo, Thy-Anh Aline Nguyen, Xiangmin Kong, Wen Ni & Maria Guadalupe Noya Riobo (Rolex).



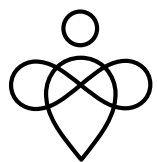


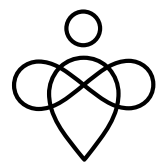
Birks Southgate

THE NEWLY RENOVATED BIRKS STORE REOPENED ON APRIL 30TH. WE WISH MUCH SUCCESS TO THE TEAM.



From back to front: Derek Pruden, Fraser McBride, Jason Lee, Iris Kun, Cynthia Li, Faye Macyk, Diane Lyons & Meng Wang.





Left to right: Cym Huebner, Theresa Brebant, Seth Besenski, Susanne Ventura, Nicole Thompson, Evelyn Xie, Janet Harms-Masich, Mariana Musat & Olivia Hu.



Yuki Zhu & Jean-Christophe Bédos.

Million Dollar Writers Gala

MEMBERS OF THE BIRKS' ELITE PROGRAM WERE INVITED TO A DINNER WITH SENIOR MANAGEMENT IN MAY TO CELEBRATE THEIR OUTSTANDING PERFORMANCE.



Front to back: Tina Feltrin, Hélène Messier, Mary Tomasino, Niccolo Rossi, Lana Weinstangel, Jean-Christophe Bédos, Ash Dhawan, Eva Hartling, Ethan Xie, Angi Tang, Sophie Lancry, Madina Atalikova, Fay Mostafavi, Jacqueline Fine, Elaine Toto, Conn Smythe, Aurélie Pépion, Cathia Bérard, Miranda Melfi, Pat Di Lillo, Maryame El Bouwab, John McCammon, Ihab Mikhail & Henry Khabaz.



Happy 10th Year Anniversary

TO ROSA CHEN!

On January 28th, the Mapleview team and Square One team met up in a restaurant at 7:30pm after the stores had closed, brimming with excitement and hush-hush. The reason? None other than to celebrate the 10th year anniversary of our colleague, Rosa Chen!

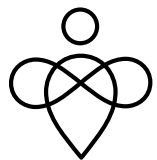
Her anniversary was earlier in December 2017, but due to the holiday season we could not figure out a good time for everyone, but both the teams definitely wanted to do something special for a colleague that was so caring, passionate, and a great guidance to everyone that she meets.

That day was a long day for everyone, with extracurricular events such as inventory and meetings on top of the regular store hours, we had all been exhausted by then. Still, we had promised to keep this a secret from Rosa, as a special surprise for her. At 8:00 p.m. as she walks through the door and spots our table, she went from an expression of confusion to shock and surprise. Our plan was successful! She had no idea this was a joint plan with the two teams.

Since her transfer last June from the Square One to Mapleview, we had wanted to do something special for her to show how much we had appreciated her presence with us, and that we gave her our best wishes and that we were with her always. On top of the surprise dinner, we also presented her with a picture frame with a photo of the team, which she loved.

It was a great night of food, drinks, and quality bonding time for everyone and we will not be forgetting it anytime soon!

STORY BY PAMELA SHUM
ASSISTANT STORE MANAGER, SQUARE ONE



Who made the cut?

FIND OUT WHO SHINED THE MOST
IN STORE DURING THE LAST QUARTER!



GLEND A LEPINE

Bayshore team on behalf of
the Central Region

Glenda Lepine celebrated her 40th service anniversary and retirement in January 2018. She was truly a treasure and someone you could count on.

Her dedication to Birks was exceptional. She treated clients with the most care and professionalism. It really shows when clients walk in and ask for her all the time. She has seen the many changes that went on at Birks, shared countless stories about how Birks used to be and has created many meaningful relationships with clients and coworkers. Her caring nature and inspiring personality shines through every day. Everyone who knows her cherishes her presence and I know we will miss her dearly.

Happy retirement, Glenda!

You deserve it!



CANDICE MORTENSEN

Caroline Ksiazek on behalf of
the Western Canada retail team

Candice Mortensen has been with Birks for 8 years and is our fabulous Store Director of our beautiful Chinook Store. If you are ever in Chinook mall, you can find our newest concept store next to Nordstrom. It is truly a jewel with its modern design, Breitling and Tudor shop-in-shops and prominent Cartier boutique experience.

If you look at Candice's associate productivity report, you will see that in her store everyone is very balanced and I asked Candice recently for her secret for success. She told me that she likes to hire employees that are each individually different and by having a diverse staff there is someone that will connect with every type of Birks client.

Candice is also the first one to volunteer if a store needs extra support and we appreciate her kindness and dedication. Aside from her fantastic attitude, grace under pressure, and awesome coaching ability, what I admire most is her taste in shoes. She calls it an addiction, I say she's an aficionado; her most favorite pair is her Christian Louboutin Lace booties she purchased in the Paris boutique, talk about a souvenir!



TINA WANG

WRITER Jaime Borja Jr.
Store Director, Pointe-Claire

With a Bachelor's degree in Finance from Jilin University in China and a Postgraduate degree in Finance & Economics from Algonquin College in Ottawa, Tina Wang came to us ready to conquer the business world!

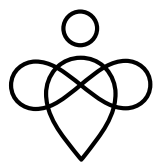
After countless incidents with the renewal of her work visa, Tina joined us at the end of August 2017.

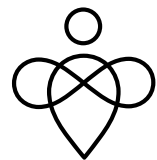
It didn't take much time for her to showcase her full potential by selling an 1879 diamond engagement ring of 3 carats. A stunning pear shape diamond!

Tina also showed us how professional she was by following up with her client even though she had a health problem causing her to take a break for almost two months. The ring arrived in store at the same time as she came back so Tina was able to present the stunning ring to her client just before Christmas.

Tina integrated the team well and she is a great example of Birks new image.

Way to go Tina!





Sterling Silver Stud Earrings \$195
Sterling Silver Necklace \$195
Great set for \$390



Sterling Silver Drop Earrings \$295
Sterling Silver Drop Necklace \$250
Great set for \$545



Small Yellow Gold Stud Earrings \$395
Yellow Gold Bracelet \$475
Yellow Gold Necklace \$595
Great set for \$1465



Small Yellow Gold & Diamond Earrings \$750
Yellow Gold & Diamond Bracelet \$895
Yellow Gold & Diamond Necklace \$950
Great set for \$2595



STORY BEHIND THE COLLECTION

With the whimsical curves of a flower petal, Birks Pétale is a fresh tribute to new beginnings. Crafted with 18kt yellow gold, brushed silver and diamond pavé, this versatile collection is designed for elegant layering all year round.

PRODUCT SPECIFICATIONS

Diamonds H SI Quality
 Necklaces are all 18” in length with shortening rings at 15”, 16”, 17”
 Bracelets are 7.5” in length with shortening rings at 6.25” and 6.75”
 Sterling silver fabricated with a brushed finish and rhodium plating to prevent tarnishing
 Silver earrings made with 14kt posts

KEY SELLING POINTS

Delicate and whimsical petal elements designed for layering
 Excellent price points giving pieces high perceived value
 Earrings are versatile and designed to wear as multiples or mix & match
 Brushed silver finish adds a sensual luster to the pieces

CUSTOMER TARGET

The traditional older generation of affluent consumers of luxury are no longer driving the category. More women than ever before across the world are in paid employment and their earnings are on the rise. Modern women are independent, empowered and successful in their own right and increasingly rely on themselves for large, specialty purchases.

Based on this evolution of the jewellery customer profile, Birks has revised its positioning to target **modern women self-purchasers**. This definition does not apply to a specific demographic, it refers to a modern mindset that applies to women of every age.

When Generosity

MEETS COMPASSION

For my first monthly Maplevue Moment, though there are so many that spring to mind, I think something that is important to have in the forefront of our minds and something that didn't really occur to me before starting this job with our lovely team, is the sentimentality and stories behind the client's and often our own pieces of jewelry.

A fleeting but very touching moment happened to me about a month ago, when a client came in one evening. Looking rushed and a little put out; she slid her yellow claims slip over to me to collect her piece.

Hurriedly inspecting the ring she requested to know what the charge was going to be, looking at the job bag I responded with 'no charge'.

At hearing this, her entire countenance immediately changed. She stared at the ring for a while then through tears and a smile she told me that the ring was meant to be passed on to her daughter to then pass on each of the beautiful little diamonds to her three young children when they were old enough.

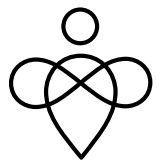
Sadly her daughter had unexpectedly passed away earlier that year, so she was having the diamonds removed herself to keep safe until her grandchildren grew up. She had told this story to Laura and Sienna upon dropping the ring off and gratefully surmised that this was the reason behind the good will on their part.

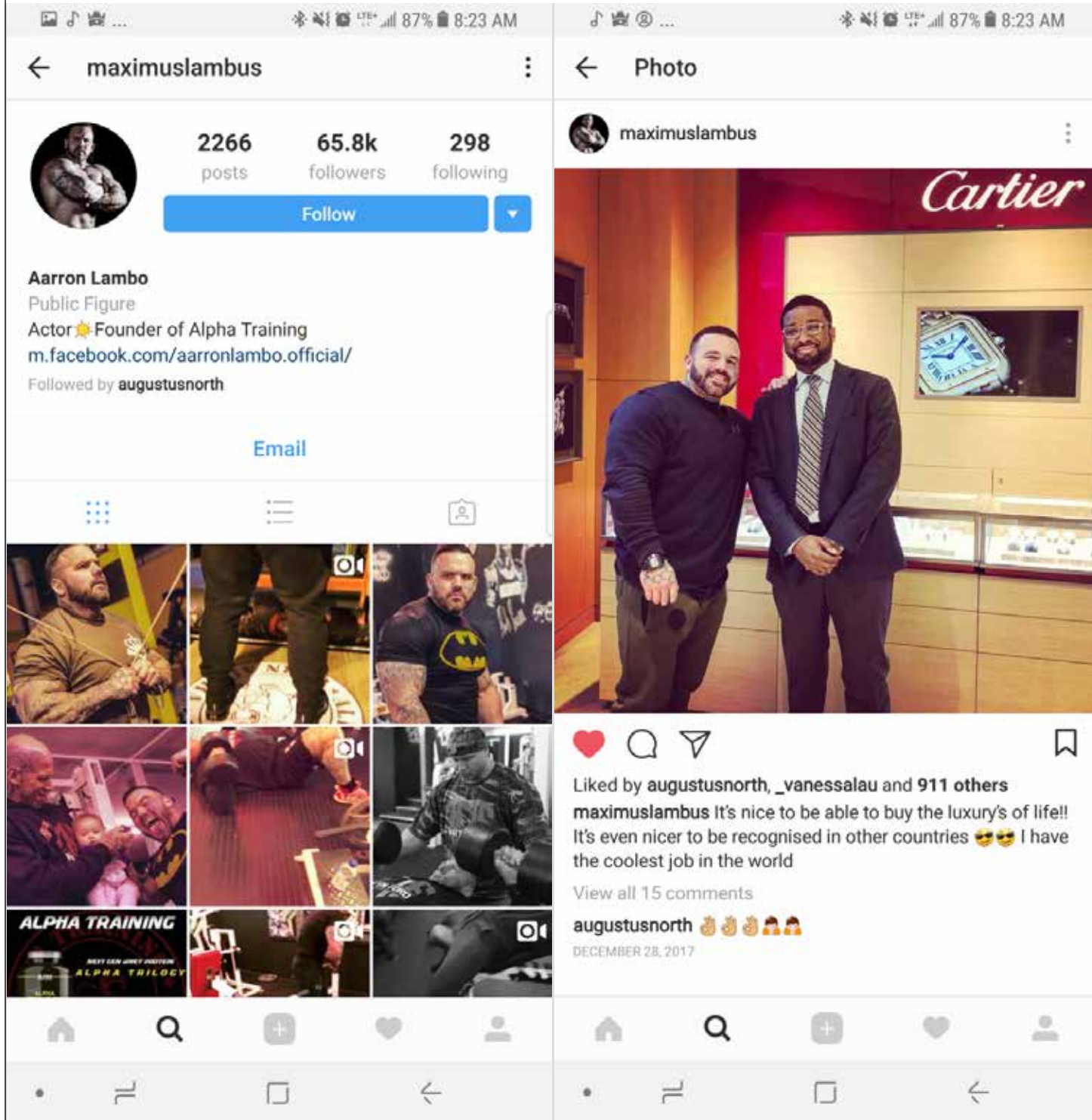
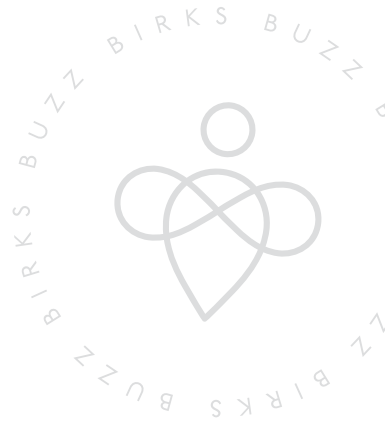
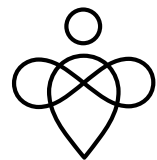
The lady was so touched by this small act of kindness that she couldn't stop thanking us and wanted them to know that this had made a difficult task a little bit easier and a difficult month a little bit brighter.

It's often and quickly become my favorite part of this job, finding out stories behind pieces or the reason behind people visiting our store.

For us at Maplevue, having that moment of understanding with a client and the satisfaction of being able to help them or give them someone to tell their story to, is a feeling we can't get enough of.

STORY BY GEMMA HEINKE
SALES PROFESSIONAL, BIRKS MAPLEVIEW





Never Judge A Book

BY ITS COVER

On the left you can see Instagram famous Maximus Lambus better known as Aarron Lambo shopping at Birks Toronto Eaton Centre. Aarron Lambo is a body builder and personal trainer out of Europe and was on a personal vacation to Toronto Canada.

Aarron is no regular man by any means. He is 5 feet 8 inches tall and 250 lbs of raw muscle. Aarron loves the luxuries that life has to offer but has expressed to us that it is always hard to find a brand that does not judge a book by its cover. Aarron is covered with tattoos from his arms to his face and says that sales associates tend to be scared to help him and at times may not even approach him.

Nicholas Fenton, our watch enthusiast, approached Aarron with a warm welcome and provided his assistance as he would with any prospect. After some detailed probing Nicholas realizes he has a potential client. Aarron begins looking through our Breitling and Cartier displays and nothing has yet to catch his eye. Nicholas takes a shot and tells him he has two pieces that were made for him. He pulls out the Cartier Calibre Diver and the black steel Santos 100.

Guess what happens next? He falls in love with the Santos 100! Aarron asks for a discount and Nicholas explains that the retail price is the best we can offer. Although a bit hesitant, he tells Nicholas that he has been a great gentleman and that he will take it.

I love this story as it truly follows the famous quote, "NEVER JUDGE A BOOK BY ITS COVER".

Maximus has 66,000 followers on Instagram and posted the photographs above from our store. Also, there is an awesome video he made in store while making the actual purchase posted on his Facebook account.

What a great experience for him and Toronto Eaton Centre. Birks TEC, a destination for anyone to call home!

STORY BY MELVIN CHUNG
STORE DIRECTOR, TORONTO EATON CENTRE

A Never-Ending Love Affair

THAT'S WHAT OUR BRAND IS ALL ABOUT

At Birks we truly understand the importance of building and developing lifelong relationships with our clients and that's where we stand out from the ever growing competition in Malls and online. What really gives us the edge and makes the Birks difference is our people. That difference is reflected in the way we treat, respect and get to know our clients, sharing their most precious moments, whether they are filled with joy or tears. Our never-ending love affair. It isn't just about making the sale, it's about the client.

At Rideau, I have many examples of these strong relationships that we have built over the years. One very exceptional bond we have is with Mrs. Jones. She is not only a very lovely and dear client to us, but she has developed a strong and personal friendship with Fay. She is always welcomed and recognized and well looked after by everyone. She is just like a family member to us. She drops in for a coffee, a chat, a laugh, and a hug. Fay has celebrated happy and sad moments with her. Fay, who celebrated her 10th service anniversary with us in October, does it all and more. She genuinely cares and this is very special.

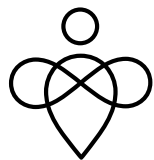
Recently, Fay searched and found the perfect Emerald cut 3 stone diamond for her, 3.07 CT for \$168,000. It was amazing to see the joy and the smile on Mrs. Jones' face, just priceless. This is not luck, this is about trust, knowing your clients and building the relationship... the never-ending love affair.

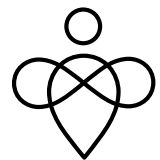
Something I have learned at the very beginning of my career at Birks is how important it is to pay attention to all the fine details, and how important it is to stay connected with our clients and to care.

This is the key to success.

STORY BY NADIA THERRIEN
STORE DIRECTOR, RIDEAU CENTRE

3.07 ct
Emerald cut
VVS2
2EC 1.04 ct
\$168,000





Oshawa

A NEW JOURNEY

It all started when Karrie's clients came in around 3:30 p.m. looking for a Baptism gift for their 3 month old daughter and wedding bands as they were having a surprise wedding right after their daughter's baptism on the same day.

Karrie first worked with them on showing our mini Birks line and they chose a white gold cross.

Then, they went over to our bridal section to diamond and gold wedding bands. She looked at several diamond bands and finally chose one of our bands. Throughout this time, we were talking to them about their life and of course their daughter. She asked, "Do you have an engagement ring?" and the client replied that she did not need one as they have been together for 10 years. Karrie jokingly replied, "every girl deserves an engagement ring as it becomes a family heirloom that she can pass down to her daughter." Her boyfriend said he agreed with her. He told her since they are not having a wedding and just a ceremony that he would love for her to choose a ring.

She finally gave in and we went through every style in the store. She fell in love with our Birks Bloom 1 ct. By then it was 5 p.m. She was starting to doubt her choice. She said she was very hungry and so was he and she had to feed the baby. They said they were going down to the food court and will be back. Karrie did not tell them her shift would end at 5:30 p.m. She told them she understood and babies do not wait to

feed and that she would be there for them when they returned. She put all their choices back in the safe. They came back to the store at 5:45 and began again as she wanted to make sure she made the right choice. They again went through the styles all over again and she kept going back to our Birks Bloom 1 ct. Karrie sweetly said, "when you keep going back to your first choice it's because it is the right choice for you" and she agreed.

Then we started with the boyfriend on his wedding band. He chose our Birks Canadian white gold band. At the beginning of this presentation, Karrie explained our wonderful payment plan options. He said he wanted to apply for the Birks credit card and he was accepted.

It worked out to be an impressive \$17,500.00 sale in the end. Oshawa's first huge sale! By the time he processed everything including his job bag it was 8:00 p.m.

They are now happily married and had a beautiful Baptism. We have gained life-long clients who could not believe the type of service they experienced here at Birks. They have never gotten that service any-where else.

Congratulations Karrie.

STORY BY LEEANDRA GASKIN
SALES PROFESSIONAL, BIRKS OSHAWA



WHAT'S HAPPENING AT SHERWAY

In this edition of the newsletter, we will hear how our brand vision plays hand in hand with our mission statement. Our senior colleague John McCammon created a “Never-Ending Love Affair” with a new client due to his outstanding customer service. By doing so he has made our company’s name synonymous with delight for this lovely client. This client was so appreciative of Mr. McCammon’s service that he wrote a lovely email that we have shared below.

“Hi John I can’t tell you how good I felt making the purchase for all my wedding jewelry from you. Honestly, I don’t have one regret about it. I have to say I was sold immediately on the service and knowledge you provided I could have bought this anywhere but my peace of mind dealing with you is priceless. I felt very good purchasing from Birks as it has been a tradition starting from my grandparents. I am happy to continue especially with the respect and knowledge base you have. My wife is so pleased with your level of expertise as well as your demeanor as am I. I honestly would not shop anywhere else and I have the pleasure to say I would only deal with you for quality assurance and peace of mind. I can in good conscience also recommend you specifically to my friends when making a purchase that fits their needs. I look forward to doing business with you again in the future.”

By knowing his product knowledge, being helpful and honest John has created a loyal relationship that is firmly built on trust and respect. This is how you “Build a Prestigious Brand That Always Delights”!

STORY BY TAUREAN WALTON
SALES PROFESSIONAL, SHERWAY GARDENS

THANK YOU NOTE FROM A CUSTOMER

Dear Birks,

I purchased three rings online on the Black Friday sale in November 2017. The initial order was delayed (so I missed my December 12th anniversary, for which the ring was intended) and on December 20th I learned that one ring was no longer in stock, thus the three ring set wouldn’t be delivered to me in time for use as a present for my wife at Christmas.

I went to your Vancouver West Hastings Birks location and was assisted by Sales Professional Julie Summers initially, and Store director Stevan Suvajdzic. Julie and Stevan were very helpful, and eventually were able to find a ring that would work in the short term as a replacement for the missing third ring. The third ring was only available at the Oakridge Vancouver Birks location. Stevan ensured that the ring was couriered to the Hastings Street location and he suggested that he would call me as soon as it was available for pick up.

Approximately three hours later, there was a package delivered directly to my office, 6 blocks away from the Hastings Street Birks location, and in the pouring rain, Stevan had delivered the ring to me personally.

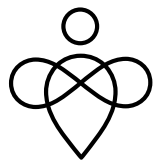
I would like to suggest that exceptional customer service like this does not happen to me very often.

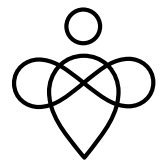
Stevan went above and beyond in his efforts to help me out, especially during the frenzied last few days of the holiday shopping season. Stevan had not created the problem, but he worked very hard to create a solution. Instead of receiving green elf socks for Christmas, my wife received three white gold and diamond rings that left her speechless.

Please extend my thanks to Stevan Suvajdzic for his efforts, and if there is an employee of the month award or year-end bonus for exceptional customer service, I recommend Stevan wholeheartedly for the award.

He was terrific. Thank you Stevan.

Andrew Greig, in Vancouver





LOVE IS IN THE AIR

Joseph and Sandra met a few months ago, but it didn't take long for these love birds to realize how much into each other they were. One day after a weekend movie, they decided to browse around in our Fairview store to see what collections Birks were carrying nowadays.

They said that they always remembered a Birks blue box around the Christmas tree, it was part of them while growing up. Sandra glanced at our solitaires for a short while until Joseph caught up with her, and by just looking at each other they knew it was ok to start looking for engagement rings.

At the beginning Sandra and Joseph were very shy to share the story of how they met and how long they had been together, but just like she fell in love with Joseph, she instantly fell in love with our Amorique slim solitaire. Within time, we learned that even though it took them years to find each other, they never lost hope in love and the blue box they grew up with was the one with the AMORIQUE that sealed the deal.



STORY BY CARLOS A. BARRETO
STORE DIRECTOR, FAIRVIEW MALL

LIGHTENING FAST APPRAISALS

Making the Birks experience memorable and fun for our clients is what we all strive for every day at work; and that is exactly what Vivienne Wit brings with her every day when she crosses the threshold! Only recently she wowed her client by going above and beyond to deliver that "Birks Experience".

Lately a client phoned the store in hopes that she would have her jewellery items appraised within the day before she went travelling. With several phone calls and emails back and forth between Vivienne, our client, her assistant and her assistant's assistant, we were able to coordinate to have the appraisals done within hours at another location to be back in time for our client to collect them. The items arrived back in the nick of time hours before she was ready to jump on a flight!

The following week, the client came back in store and handed her a thank you card to express how grateful she was for Vivienne's above and beyond service.

Continue doing what you do best Vivienne; making clients feel at home when they enter our store.

STORY BY RUTH HEGARTY
STORE MANAGER, FIRST CANADIAN PLACE



A SURPRISE PROPOSAL

John and Rosaline have been together for over a decade and have been coming to Birks for 5 years now. They have purchased many items and celebrated many special occasions and milestones with us, but the last one was the most memorable of all.

John had recently finalized his divorce paperwork and decided that it was finally the right time to propose to his long-time partner. He chose to take Rosaline to Yorkdale on the worst snow day of the season, to "Say hi to Donna and Mike and pick up a few things." When they came into the store, he made her try on the ring he had picked out before hand, sized to her exact finger size, and then got down on one knee and proposed to her in front of the whole team!

Rosaline was so surprised that she burst into tears while nodding and saying yes. We are so happy for this lovely couple and feel truly honoured to be a part of their proposal.

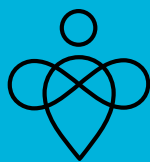
This was the first proposal at our new Yorkdale location!

STORY BY DONNA DIEP
STORE DIRECTOR, YORKDALE

RUN FOR WOMEN

Congratulations to all the participants who walked or ran a 5 or 10K at the Run for Women event on Saturday, June 16 at the Old Port of Montreal!





BIRKS BUZZ

BIRKS INTERNAL NEWSLETTER