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Hearts On Fire Names GMG Jewellers 2017 Rookie of the Year

SASKATOON, SASKATCHEWAN | October 23, 2017 – Local retailer, GMG Jewellers of Saskatchewan, is thrilled to announce that global diamond jewelry brand [Hearts On Fire](#)[®], The World's Most Perfectly Cut Diamond[®], has named GMG the 2017 Rookie of the Year.

Chosen from a competitive, global retail channel that includes more than 760 locations in 32 countries, Hearts On Fire takes the time to recognize its top retail partners each year. With five new categories in 2017, the global diamond jewelry brand, renowned for its perfectly cut diamonds and unparalleled quality, annually selects top retail partners who illustrate high performance, as well as commitment and implementation of elements that support Hearts On Fire's innovative brand goals and provide a standout experience for customers.

New to the Hearts On Fire family in 2017, GMG Jewellers fully embraced the brand from the start - utilizing all Hearts On Fire training offered, and even dedicating a prime location in their store as a HOF Shop in Shop for a superior customer experience. Now, poised for rapid growth in the future, the team is laser focused on providing the best customer service and Hearts On Fire brand experience to every customer who walks through their door.

“One of our most important celebrations every year is recognizing our Retailers of the Year,” said Caryl Capeci, Hearts On Fire President. “These retailers go above and beyond to demonstrate their passion for the brand, and are truly the best of the best at instilling that passion in their teams and helping to strengthen and build the Hearts On Fire brand around the world. Few retailers have joined our family and executed in all aspects of HOF methodology better than this passionate and dedicated group at GMG, and we are thrilled to recognize them with this honor.”

This isn't the first time that GMG Jewellers has been recognized for their exceptional service. Earlier this year, GMG Jewellers was chosen as the recipient of an exclusive visit from award-winning designer Noam Carver, as well as was named the exclusive jeweller of National Lacrosse League champions, the Saskatchewan Rush.

When asked about this special recognition, store manager of GMG Jewellers, Sandy said, “it is an amazing honor to be named the 2017 Rookie of the Year for Hearts on Fire. At GMG Jewellers we pride ourselves in offering next-level service and selection to our Saskatoon customers, and hope to maintain our close relationship with Hearts on Fire for years to come.”

About GMG Jewellers

Located in historic downtown Saskatoon, Saskatchewan, at the corner of 1st Avenue and 21st Street, GMG Jewellers is a retailer of authentic, luxury-grade, fine jewellery items including loose diamonds, designer engagement rings and wedding bands, as well as an array of fashion jewellery pieces. Established in 1984, family-owned and operated GMG Jewellers services Regina, Moose Jaw, Prince Albert, North Battleford, and Estevan areas, and houses three onsite goldsmiths with over 60 years of combined

experience. For information on the products and services offered by GMG Jewellers, please visit GMGJewellers.com, or call 1.306.665.8463, for more.

About Hearts On Fire

Hearts On Fire®, The World's Most Perfectly Cut Diamond®, is a leading global designer of luxury branded diamonds and diamond jewelry, and one of the most widely recognized and bestselling luxury diamond jewelry brands in the world. Founded in 1996, and acquired by Chow Tai Fook Jewellery Group in 2014, Hearts On Fire introduced the first-ever branded diamond and instantly changed the jewelry industry forever. The global brand continues to be recognized for its superior craftsmanship and exclusive cut – the single most important factor in a diamond's value – resulting in diamonds of extraordinary beauty and brilliance. Today, Hearts On Fire offers a robust variety of designer bridal and fashion diamond jewelry collections that integrate the brand's timeless expression with today's top fashion trends, and their products are distinguished by an unparalleled sparkle. Hearts On Fire offers distribution through a rapidly growing global retail partner network of more than 760 locations in 32 countries, including 150 points on sale in Hong Kong and Greater China, 17 HOF brand stores around the world, heartsonfire.com and authorized HOF retailer websites. For more information, please visit www.heartsonfire.com.

