

HILLBERG & BERK



WOMEN OWNED



CANADIAN



.925 STERLING SILVER

At H&B we want you to love the way our products make you feel—how they look, how they fit, how they help you express yourself in fashion and in life. But we also want our jewelry to stand for something. Can an earring, necklace, or bracelet help women recognize their spark? Can our products symbolize connecting women to their power and to each other? Can our jewelry represent dedication to more transparency in our industry? Or help strengthen community programs and national organizations? **Yes it's ambitious, and that's what we're striving for. Together, let's reimagine the power of jewelry.**

This is Us



Hilda Bergman arrived in Saskatchewan in 1928 with her grit, optimism and contagious joy. Hilda's zest for life and unwavering fortitude inspired her granddaughter, Rachel Mielke, Hillberg & Berk's Founder & CEO, to name the company in her honour. Through Rachel's formative years visiting Hilda on the farm, she always knew that she would create and run her own business, but what the venture would be wasn't clear. A natural creative streak compelled her to explore making beaded jewelry, which then led to requests for custom work. Rachel realized that creating jewelry for special moments impacted both the wearer and herself on a deep level. This feeling was the spark of her new business. **Combining a passion for designing unique jewelry with a commitment to creating positive impact, Hillberg & Berk was started at Rachel's kitchen table in 2007.** 16 years later, H&B has 14 retail stores across Canada and a team dedicated to helping women recognize and celebrate their potential. Hilda would be proud.

Our History

GENERATIONS OF STRONG WOMEN



Clients are the heartbeat of H&B. Making sure that you feel confident, seen, and celebrated is one of our highest priorities—it's something we consider whenever we design a product, or whenever you set foot in one of our stores.

If there is a defining tradition at the core of H&B, it's **Share Your Sparkle**. Since the beginning, **Share Your Sparkle** has been our favourite way to pay it forward, inspire generosity, and recognize women. We start a little ripple of kindness by giving away Sparkle Ball™ Earrings and encouraging women to do the same, creating a wave. This year, to celebrate opening stores in Kelowna and London, we initiated a Canada-wide Share Your Sparkle where we gifted two pairs of earrings to women all across B.C and Ontario—a pair for them, and a pair to share. **We've given away over 1000 pairs of Sparkle Balls™ this year alone.** If there's one thing we love, it's seeing deserving women recognize their own power.

"I gifted the 2nd pair of earrings to a friend of mine who was recently diagnosed with breast cancer and is going through chemo and radiation treatments. I mailed it to her with a note that said she deserves a little sparkle right now and suggested she wear it on some of her rough days. Hopefully this beautiful bling will help lift her spirits a bit."

- DONNA W.

"Big gestures like this just don't happen anymore. When my nieces told me about the Share Your Sparkle initiative, I kept waiting for the 'catch'. Well...there wasn't one! I absolutely adore my Sparkle Ball™ earrings. The encore...I received a 2nd pair to pay it forward. The recipient cried when I gave them to her! The world will sparkle just a little bit more now!!"

- MARNIE M.

Our Philosophy

REIMAGINING THE POWER OF JEWELRY



We want our jewelry to help you be you. Wherever you are in life. H&B jewelry is a celebration of your self-expression and a complement to your personal style. Creativity and innovation have helped us produce some of the most versatile jewelry out there—styles you can wear in multiple ways to suit every outfit and moment. Each piece comes with a one-year warranty, is made of 925 sterling silver, and is nickel free and safe for sensitive skin. Non-negotiables like these help us ensure we keep making quality, timeless pieces that reflect your life.

In a commitment to sustainability, we now deliver all of our jewelry in either recycled or compostable packaging.

Client feedback acts as an inspiration for our design team; it's a key part of bringing signature H&B designs to life. We design every detail, from fit to customizability, to fit effortlessly into your vibrant life. **This is why we have an average product rating of 4.78/5, an average client satisfaction rating of 4.91/5, and over 18,000 5-star reviews.**

Over the years, we've created over 13,000 different pieces of jewelry and 150 different Sparkle colours. Bringing these visions to life requires partnerships with global manufacturers. It's how we're able to leverage best-in-class execution

while using the highest quality materials. This production process includes some manufacturing and assembly in Canada, sourcing chains from Italy, and collecting crystals and gemstones from around the world. We partner with values-aligned manufacturers in Italy, China, India, and Thailand, who provide safe and healthy working conditions, and comply with our ethics policies. All H&B vendors and manufacturing partners are accountable to our Supplier Code of Conduct and Ethics Policies. We hope this action will impact standard operating practices in the jewelry industry and advocate for talented artisans and makers in the supply chain.

When we construct a campaign, we look for people whose history, influence, and insights inspire us. **When we design with Ashley Callingbull, or create with Indicity, or develop campaigns with Jess Moskaluke, Tessa Virtue, and Jillian Harris, our hope is that our jewelry, and the media surrounding it, reflects the connections we've formed with our collaborators.** Everything we do is a product of women working together. The brooch Queen Elizabeth II wore, the earrings Canadian athletes wore during the opening ceremonies of the Olympics, and that necklace we just packed away and shipped off to you—all of it exists because of connection. We want you to feel that.

Our Products & Partners

FOR YOUR BIGGEST MOMENTS AND EVERYTHING IN BETWEEN



The H&B Spark Fund

Your purchase, our promise. Every purchase of an H&B product is the spark of something bigger.

The H&B Fund represents a commitment: every purchase at H&B supports our mission of connecting women to their power. Collectively, we donate 20% of our annual profit in cash and products to causes that uplift and validate women.

Meaningful connection can make a movement. We know this work matters to you, so we're making it a priority. Over our 16-year history, we've channeled over 10 million dollars into economic empowerment for women by supporting causes that remove barriers and advocate for women. In 2022, we were able to raise \$250,000 for our national partners like Dress for Success Canada Foundation, The Native Women's Association of Canada, and The Canadian Centre for Gender and Sexual Diversity.

Financial support to these vital organizations is just one way we help connect women to their power. Nationally, we work to ensure the organizations who are changing the landscape of women's rights have the funding to continue their vital work. **We've seen first-hand how The Employment Suiting Program at Dress For Success empowers women, which is why we give a gift of jewelry to everyone who completes the program. In 2022 we gave jewelry to 3,295 DFS graduates.**

Local and regional community engagement is integral to how H&B supports women. Our stores act as hubs to accept donations, generate funds, and promote local organizations like Mamas 4 Mamas, YWCAs across Canada, various women's shelters, hundreds of women's sports teams, advocacy groups, youth programs, and women in business organizations.

Our Purpose

MORE THAN JEWELRY



H&B is a Canadian women owned and operated company. **95% of H&B employees, and 88% of the leadership team, identify as female or non-binary.**

H&B employees are united by a shared purpose of connecting people to their power, and that includes each other. We leverage our talents to create a better world within our company culture, and beyond the walls of H&B, through how we show up for ourselves, each other, and the community.

We're internally motivated to work hard for our clients because we're also big fans of H&B. With policies like remote work, flexible hours, and professional development opportunities, we strive to remove the traditional limits that surround work. Women need work-life balance. So we make sure that happens.

What we do and how we do it are equally important. We create an inclusive and engaging work environment for employees. **The H&B Equity, Diversity and Inclusion Committee is dedicated to creating a sense of belonging and education opportunities.** It advises our core business activities including recruitment, hiring, product development, branding and advertising, supply chain practices, and community engagement. Partnerships with 4to40, YWCAs, Regina Immigrant Womens' Centre, and local Open Doors Societies support job placement and employment opportunities.

Each member of our team is empowered to own their role, and lead from any seat, in order to create equity, leverage our diversity, and achieve inclusion and belonging. Everyone is welcome. And everyone is learning.

Our People

THE WORLD WE WANT TO SEE IS THE COMPANY WE CHOOSE TO BE



This is Us: a snapshot of our company where it is right now. As a client you deserve to know what we're doing, why we're doing it, and where we want to go. Good communication is a cornerstone of any strong relationship. We wouldn't have been able to accomplish what we have as designers, fundraisers, makers, organizers, workers, and women without you. So, let's keep talking. We can't wait to hear what's next.

Thanks for helping us continue to reimagine the power of jewelry.

Love, H&B.

Thank You

