

45

Celebrating 45 years  
in Ottawa.



Celebrating 75 years  
as a family business.

75



45<sup>yrs</sup> Family Owned  
75<sup>yrs</sup>  
In Ottawa



*“With over 45 years serving  
Ottawa and 75 years as a family  
jewellery business, our company is  
now going into its third generation!*

*So it is with great pride that we  
present to you a brief window on  
what made La Maison d’Or the  
success it is and also how we plan  
our path to the future.”*

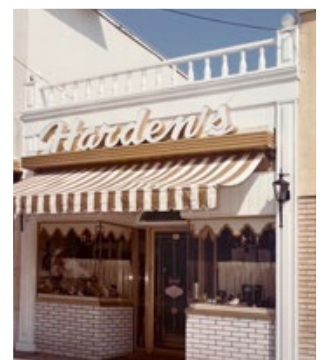
**Brent Harden**  
Owner and gemologist

*Welcome*



## HOW IT ALL STARTED

My family's business, a Maison d'Or was founded in 1949 by my parents, Bill Sr. and Julie Harden in Hawkesbury, Ontario. Mom and Dad taught their three sons the value of honesty and hard work.



*Harden Jewellers opened up in 1949.*

*Bill Harden Sr. in the Royal Canadian Air Force in 1942.*



*Bill Sr. and Julie Harden married in 1944.*

## AN IMMIGRANT FAMILY.

Kay Assaly, our dear aunt and business mentor, opened K&W Assaly, a fine women's clothing store in Hawkesbury, with her brother, Wilf. She treated the three Harden boys as her own.



*Brent and his brother Reg in front of the Hawkesbury store.*



*In 1979, Harden Jewellers, with over 20 employees, celebrated its 30th anniversary with sons Bill and Brent.*





*Brothers Brent, Bill and Reg with Mom in 2007.*

## EXPANSION INTO OTTAWA

Bill and Brent became partners in 1975, with Reg joining the team in 1981.

Bill expanded the family jewellery business to 6 stores in total:

*La Maison d'Or – Hawkesbury*

*La Maison d'Or – Lachute, Qué. 1976*

*La Maison d'Or – Orleans, 1979*

*Harden's Jewellers – Kanata, 1979*

*Harden's – Orleans, 1985*



*Reg, Brent and Bill in 1993.*



*The Hawkesbury Mall store opened in 1975.*

Bill is such a true visionary. His passion and energy expanded the family business to six locations. Bill also went on to create the Harden Group in Montreal with over 15 shopping centers, including Plaza Vaudreuil. "Thank you, Bill, for bringing me into the business and for being such a positive role model and brother!" – Brent



*In 1976, one year after the Hawkesbury expansion, a new location opened up in Lachute, QC with manager Patricia Jullien.*



*La Maison d'Or, Place d'Orleans, 1979.*



*Bill (left rear) and Brent (far right) with staff at store opening*

**LA MAISON D'OR OPENS IN PLACE D'ORLEANS IN 1979**

**“P**lace d’Orleans opened with only 15 stores. Some days were very slow and some without a single customer. Aunt Kay was very supportive and told us to keep at it!” – Brent



*Rosemary and Brent on a diamond buying trip (and second honeymoon!) to New York in 1993.*



*“The Family Jewels” our two beautiful daughters Jessica and Alex.*



*Rosemary with her beloved horses: Chianti and Kali.*

*Below: FREE yoga classes at the mall – compliments of La Maison d’Or!*



*Below Right: Diamond setting and an AGS Accredited Gem Lab now available on the premises.*



*New store staff with Mom in the centre. She was always a big part of the store's events.*



*Store Manager, Karen Molinski 1990.*

## LA MAISON D'OR LAUNCHES ITS NEW STORE!

In 1989, La Maison d'Or moved to a new location within Place d'Orleans and opened with a dazzling new store.



*Left: Exterior of new store.*



*Brent in front of the new store.*



*Below right: Rosemary and Brent in front of the new La Maison d'Or polished logo!*



## JULIE HARDEN'S 90TH BIRTHDAY!

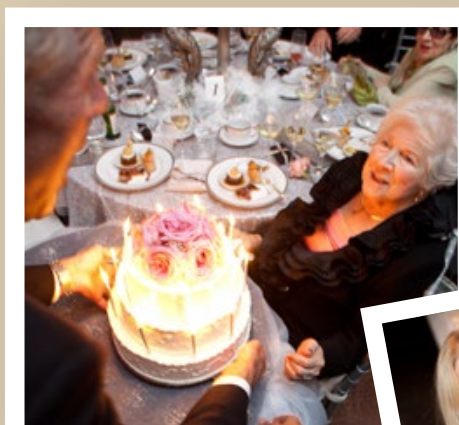
On October 15th, 2011, we celebrated Mom's 90th birthday! Wearing a beautiful new dress from Holt Renfrew, she toasted the crowd of 110 loved ones. With a retro 1940s black tie theme, we brought Mom back to her glory days! It was so special to celebrate this occasion in Brent and Rosemary's new home.



*Bill, Reg and Brent celebrate with Mom.*



*Left: Julie with her sons and their spouses.*



*Left: Happy birthday, Julie!*



*Daughters Alex and Jessica.*



**ANTWERP, BELGIUM –  
DIAMOND BUYING TRIPS.**

For many years, beginning in 1990, Brent travelled to Antwerp to purchase the very best quality diamonds for our customers.



*Brent observing diamond grading in Antwerp.*

*For over 15 years, La Maison d'Or was awarded the prestigious Consumers' Choice Award.*



*Jacques Martin, then head-coach of the Ottawa Senators, was a very high-profile spokesperson for many La Maison d'Or events.*







## THE TRANSFORMATION

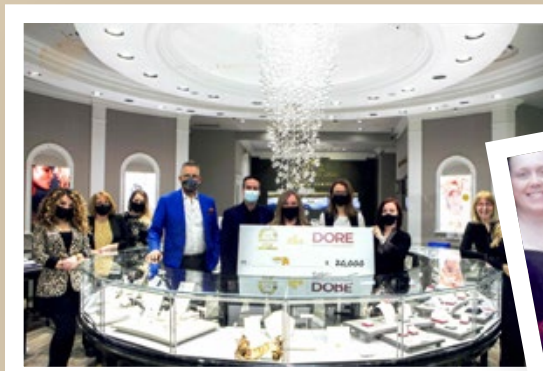
In 2015, we renovated our store. While giving it an exciting fresh new look, we also added more seating areas, a café and new jewellery collections! *The new store was designed by daughter Jessica.*



*In 2019, La Maison d'Or celebrated 40 years as a family business in Ottawa.*



*Our manager's husband, Mike, wrote and performed a special rap for our 40<sup>th</sup> anniversary.*



*Over the years, La Maison d'Or has raised over one million dollars for Canadian charities including CHEO, JumpStart, the Canadian Cancer Society, and many more!*



*Simon Ghanimian, owner of Simon G Jewelry, with our team.*

## THE BRIDGE TO THE FUTURE.



*Our store manager Rita, who has been with La Maison d'Or for almost 20 years!*



*We are all about family and our team treats all of our clients with such care and respect.*



## THE BRIDGE TO THE FUTURE.

**W**ith daughter Jessica and Team Manager Rita Elias, La Maison d'Or is in good hands and is well prepared for an exciting, challenging future.



*We look forward to helping you find or create that special piece of jewellery that is uniquely you and tells your story!*



*Brent with daughter Jessica.*



**A FEW OF THE EXCITING EVENTS PLANNED  
FOR OUR ANNIVERSARY YEAR!**

*We'll be donating \$75,000 worth of custom Canadian diamond rings to local charities for fundraising – our goal is to raise \$200,000!*



.....  
*We'll be giving away 45 amazing dinners for two in partnership with Beckta Dining & Wine.*



.....  
*Hosting our spectacular VIP night in November – BIGGER and BETTER than ever!*

.....  
*In-store celebrations with some of our generational families throughout the year.*

.....  
*Renovating the store to improve the customer experience even more.*

.....  
*Expanding our aftercare services to include free polishing on Saturdays, improved Now & Forever care, and our new Luxsurance jewellery insurance program.*



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