

ROBS CHAT

Wow, what a great year this has been! Bride & Groom generously presented us with an absolutely beautiful little princess on September 14th. No, truly, absolutely beautiful – a completely un-biased opinion, ask my wife!



After being woken in the early hours of the morning to be, my inability to get out of bed, dress and be in the car under 3 seconds flat (wife already in the car, dressed with car warming up – how do they do that?), did not stop me from being instructed to drive to the hospital at a pace that could have been judged as unlawful, that is, if you were anyone other than my Wife! 4 hours later, through tears of joy, I finally met my first grand-child, what an experience! Popped the cork on a bottle of Moet - my Granddaughter, my Daughter, the doctor, a nurse and the wall all enjoyed it before anyone else! There was still plenty for everyone.

October saw RCMJ's celebrating 25 years in business! A very special thank you to Gareth McCray of 2CH for all his help and very kind words on the night, to our Mayor Peter Dimbrowski, his wife Karlene and past Mayor Sonya Phillips for attending and especially my wonderful staff, family & special friends. It was great to be able to introduce in person Search & Consume (their 25th birthday too!) and Daughter. Thanks everyone for helping us celebrate.

On behalf of my family and team, thank you again, for allowing me to do what I love – design and create your special treasures.

Have a Merry Christmas and a safe New Year to all.

Regards
Robert



- 2009 Winner - Hills Excellence in Business Awards "Best Small Business"
- 2008 Winner - Hills Shire Small Business Awards
- 2007 Winner - Castle Towers Marketer of the Year
- 2007 Winner - Hills Excellence in Business Awards
- 07/08 Winner - True Local Awards

DIAMONDS ARE A GIRLS BEST FRIEND!

Well, speaking of girls! Gentlemen, - let me ask you this, does art imitate life and life art?

The late Marilyn Monroe immortalised these words and sentiments in her memorable rendition of the song with the same title from the movie "Gentlemen prefer Blondes" (1953). Her reference to Harry Winston (renowned New York Jeweller) needing to "talk to me Harry Winston" ensured that diamonds "square-cut or pear shaped" became the preferable gift for women the world over.



Richard Burton thought so when he bought a 69-carat diamond in 1969 for Elizabeth Taylor. It had been cut from a Harry Winston Diamond that originally came in at 240 carats. Elizabeth Taylor wore it for the first time when she attended Princess Grace's 40th birthday in Monaco. Nine years later in 1978 she sold it for a reported \$5,000,000 to another New York jeweller and donated the proceeds to a hospital in Botswana. It has since become known as the Taylor-Burton Diamond.

Interestingly, one of the underlying themes of the movie "Titanic" evolved loosely around the Hope Diamond - the search for the mythical diamond "The Heart of the Ocean" was the reason for locating the famous ships resting place and the supposed secret love story that occurred during the tragedy.



In real life the cutting or "fashioning" of a diamond is a modern-day art, based on ancient skills and traditional techniques, faithfully handed down and carefully developed for over 600 years. Their task is to unlock the brilliance, to reveal the beauty hidden within each rough diamond crystal. The most popular modern "classic" diamond cuts are the round brilliant-cut, pear-shape, square-cut, emerald cut, marquise brilliant, baguette and of late, the heart-shape brilliant cut.

Marilyn obviously preferred "pear-shape & square-cut", still extremely popular. The choice of your diamond and the cut that suits you, must be done through the advice of a trusted expert.

As technology gallops along, we can purchase on-line from anywhere in the world - but we also have the opportunity of being very expensively disappointed! "Diamonds! Diamonds! I don't mean Rhinestones! But Diamonds are a girl's best friend" sang Marilyn.

So, which is it, Gentleman, does art imitate life or life art?

25th Anniversary

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MASTER JEWELLERS

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EVENTS

25 YEARS IN BUSINESS

Thank you to all those that attended our 25th Celebration at the Crowne Plaza Hotel, a grand evening, indeed!

How fabulous everyone looked – I'm so proud & honoured to know you all, truly!

Thank you also, for allowing me to showcase some of my very special pieces and my designs for 2010.

Congratulations to all those that won one of the 24 prizes on our countdown to our big 25th. A big congratulations to our very lucky 25th winner of the magnificent 9ct yellow gold checker board-cut Lemon Quartz Pendant.

For more photos of our special evening, check out our website under Events!

CASH FOR YOUR BOOTY

This has proved to be one of the most successful campaigns we've launched exclusively for our Customers. **Turn your old Gold into Cash** – we will buy your unwanted "booty" and give you cash or a store credit! If your looking for extra cash for Christmas shopping, just bring your old Gold pieces in and we'll do the rest!



FEATURE

THE HOPE DIAMOND - WAS IT CURSED?



Commonly thought to have been stolen in the 17th century by Mr Tavernier from the forehead of a Hindu goddess statue – it was later reported that he was torn apart by wild dogs in Russia. Sounds like a curse to me! The truth though is quite different.

Tavernier was a French jeweller, he actually purchased the 112ct gem in India in 1642. He sold the Diamond in 1668 to the Sun King, King Louis XIV, along with hundreds of other Diamonds earning himself a princely sum. He was made a noble & died at age 84 in Russia – not at the hands of wild dogs!

During the French Revolution it was stolen & Louis XIV and Marie Antoinette were beheaded, but can this outcome be laid at the feet of the Diamond?

Unfortunately, the Diamond was again re-cut & eventually passed to Henry Phillip, who supposedly went bankrupt; actually, he was one of the heirs to a banking firm Hope & Co, which was sold in 1813. On his death, Henry willed his estate to his nephews; the eldest took the Diamond & passed it on to his grandson, Lord Francis Hope – and here good fortune ended as Lord Francis had to sell due to gambling debts.

After changing hands several times, the gem ended up with Pierre Cartier. He sold it to the very rich Evalyn Walsh McLean. She wore it around her neck as a good-luck charm, only taking it off for a gaiter operation. The scourge of the curse seemed to vehemently re-surface. Her first-born son died in a car crash at nine, then her daughter committed suicide at 25, followed by her husband being declared insane. If ever there was a curse, this is the strongest evidence.

Upon Evalyn's death the Diamond was sold to pay the estate's debts. A far sighted New York jeweller, Harry Winston, bought it and used it to raise funds for charity – very successfully! He eventually donated it to the Smithsonian Institute in 1958 in the hope to start a national jewel collection. It is currently on display as part of the National Gem & Mineral collection in the National Museum of Natural History for all to see.

Did the Hope Diamond really carry a curse? A look at its history shows both tragedy and prosperity depending on the era.

PLATINUM CLUB



By now, you should have all received your yearly \$200 Gift Voucher – I hope you splurge on something for yourself this Christmas – you deserve it!

Don't forget to visit your exclusive member page on our website. Check this out each and every month – as we do try to offer something special and it appears some of you are missing out!

Congratulations to our Monthly Club winners:

July Mrs Denise Di Lazzaro - Galston
August Mr & Mrs W Benson - Kenthurst
September Mrs Isabell Williams - Castle Hill
October Mr & Mrs P Cunningham - Glenhaven

If your having trouble getting onto your exclusive page, call us on 02 9659-4541 or office@robertcliffmasterjewellers.com.au

How do you become a Member?

View complete details online now at www.robertcliffmasterjewellers.com.au, or ask in-store. For more information call us on 02 9659 4541 or email office@robertcliffmasterjewellers.com.au

BACIO CLUB WINNERS

Great to hear that you are enjoying your membership and its benefits – congratulations to the monthly winners, and welcome to our new members.



July Mrs Jean Croudace
Glenhaven
August Ms Dianne Whitelaw - Cherrybrook
September Ms Norma Hodge - Dural
October Mrs Caroline Rook - Bella Vista

LUCKY-DIP WINNERS

July Mr Glenn Manewell - Dee Why
August Mr & Mrs John Towers - Erskine Park
September Ms Jenny Alexander - Glenhaven
October Mr Matt Whipp - Cherrybrook

BIRTHSTONES

November Topaz
December Turquoise
January Garnet
February Amethyst
March Aquamarine



NEWSLETTER options

"If you prefer to receive your newsletter via email, contact office@robertcliffmasterjewellers.com.au

Should you misplace this newsletter you can download another from our website.



ROB'S QUOTE

"Never forget that the most powerful force on Earth is love"

Nelson Rockefeller

