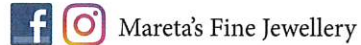




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<http://www.maretasfinejewellery.ca>

Mareta's Fine Jewellery is honored and proud to announce our invitation to attend "STRIVE FOR PERFECTION" The Royal Edition in London England.

We are one of 5 Jewellers selected worldwide to attend this prestigious event hosted by The Bentley and Rolls Royce club. This event is being presented by ST. James House Group, an official representative of the Royal family. On October 8th, the official book launch which tells the story of all the attendees will be presented on behalf of the International Club for Rolls-Royce and Bentley enthusiasts. The Grosvenor House Hotel in Mayfair, London England will be the event site the book launch will also include the "World Of Luxury Showcase" which will take place in the Great room at Grosvenor House. The Great room is Britain's largest and most magnificent ballroom. MARETA'S is proud to join the finest companies worldwide in a celebration of organizations that relentlessly pursue perfection. We were chosen for our commitment to create unique and personalized Jewellery that tells a story and is representative of the individual wearing our creations.

The criteria required for an invitation to this Royal Ball include an entrepreneurial ownership team, one that embodies the drive and spirit to be pioneers and innovators in their respective field. A commitment to producing one-of-a-kind products, that are not mass produced or manufactured on a large scale. Our story also intrigued the organizers of the event, the story of a Hometown girl returning to raise her family and pursue her passion.

We have been given airfare and lodging for the events, and a prime location in the Ballroom to showcase our designs and product. We will be designing and creating a unique and special line just for this occasion which will be on display at the exhibit.

We are grateful to the entire community that has given us support and inspiration on a daily basis. We will represent you proudly and look forward to serving you now and in the future.

Ken & Reta Scheuerman

Charles & Mareta Cheney

A handwritten signature in black ink, appearing to be 'Charles & Mareta Cheney', written in a cursive style.



PRECIOUS PASSIONS

As well as creating collectable originals, Mareta's Fine Jewellery can transform broken, much-loved vintage heirlooms into wearable contemporary pieces

MUCH LIKE THE striking range of one-of-a-kind jewellery that she designs with such remarkable skill, Mareta Cheney's life has come full circle. She was born and raised in the small town of Brooks in Alberta, Canada, and then built a career in jewellery which took her first to an upscale jeweller in Ottawa, where she learned the trade and met her husband, Charles. The couple then travelled across the United States, opening a chain of jewellery stores for a multinational company. She then returned to Brooks, Alberta with her family to open her own store.

Mareta's Fine Jewellery is a unique establishment, combining fine skills and a brilliant eye for design with precious gems and metals but doing so in a friendly, unpretentious family environment. Mareta is at the helm, joined by her husband Charles and her parents Beta and Ken. Each has a unique and distinct talent that builds a balanced team. "Our guests want that personal touch," says Mareta. "We still like to keep everything fresh, so every so often we will launch new ideas. But everything we do is underscored by our commitment to maintain that old-school family atmosphere and service levels that are rooted in a bygone era."

These deep ties of kin and kinship extend to the shop's custom range. This encourages people to bring Mareta their old, often inherited, jewellery, which she then transforms into a more contemporary and wearable piece. Using this process, jewellery that might have belonged to a loved one is allowed to live on in a new setting rather than hidden away unused at the back of a jewellery box, too precious to discard but too old-fashioned to wear.

"People love this service," she says. "It can be quite an emotional experience and we often go through a few boxes of boxes. We involve the client throughout the entire process. Guests can come into the store and watch the tradesman at work. Some jewellery businesses often hide the goldsmith's out of sight or try to ship out work. Not us. Transparency is crucial to our process. Our customers can have a dialogue with Larry, our master goldsmith, and they are able to see for themselves the skill and respect that goes into every custom creation."

Mareta particularly enjoys working with raw diamonds and has created a range called Raw Elegance that places the diamond in a series of uncommon settings. "Raw diamonds are unique and heavily faceted on the top portion, which helps each individual diamond retain its natural characteristics," she explains. "No two diamonds are alike - much like everyone's love story. Each retains its own unique sparkle."

Keeping customers happy is one of Mareta's main driving forces. She is wedded to the local community and is determined to continue giving people what they want. "We're about that old art of having somebody come to our business so they get that one-on-one personal customer service," she says. "We listen to the community to see what they want but we plan to stay on this custom route. It's all very exclusive. Our mantra is to provide an exceptional experience with exceptional results, while creating a lifetime of memories for our guests." www.maretasfinejewellery.ca

