

# The jewel in the town

STORY AND PHOTO BY ANN KORNUA

The Brancier family stands behind the counter when some of the most important life changing decisions are made in Milton. The third generation family of jewellers and gemologists own and operate their store in Milton Mall, offering a wide selection of diamonds, gold, watches and gems. This year, Brancier Jeweller-Gemologist is celebrating 75 years of operation. It was started by Mark's grandfather Paul Brancier during the great depression of the 1930's. Paul worked as a master watchmaker in Toronto. "Service was a

huge factor back then and being a master watchmaker at the time was the epitome," Mark explained.

From Toronto, Mark's father Ross wanted to break out on his own and went to Hamilton with his wife Helen working and operating the Diamond, Jewellery and watch department in the department store The Right House. "It was to Hamilton what Eaton's was to Toronto in those days," Mark said.

In 1966 the family moved to Milton and started a business in downtown Milton called Marchant Jewellers. "The building my father bought had housed a jewellery store since the 1800's," Mark said. "That began the evolution of Brancier Jeweller-Gemologist in Milton."

In 1981, the family decided to grow again and opened a store in the Milton Mall. Mark left Canada to attend California's Gemology Institution Association in 1978. While attending school, Mark met and fell in love with his future wife, Nadira who was taking a design and goldsmith course. "We got along, and went to work together for a company in Beverly Hills," Mark explained. "After a time, we just decide it was better to come back to Canada and use our expertise and knowledge."

Mark and Nadira started building the business and in 1987, Mark bought the company from his parents. In 1994 Nadira had the honour of designing and creating a piece of jewellery for Queen Elizabeth II of England and a selection of her custom creations are now carried in the store.

Looking towards the future, Brancier Jeweller-Gemologist is entering its fourth generation with Mark's son Alex. "Alex has decided he wants to come into the business and went to Georgian College to study

jewellery design and craftsmanship," Mark explained. Currently, Alex works in Toronto as a micro-diamond setter and creates jewellery using the 3D Matrix auto cad program featuring the latest technology in computer software. "Alex works at the highest level of diamond setting and he does fine work," Mark explains. "He will be going to California to study more of the profession."

Mark said, "You would think California is the place to be, but when you start thinking about raising a family you ask yourself is that the right environment for that? Milton is extremely friendly and a very giving community. Milton will grow and develop and we want to grow with it." Mark says that travelling to many

places all over the world has shown him that Halton is one of the best places in the world and it's where he wants to live and to raise his family.

Mark says that to be a business owner you have to have a passion for what you are doing. "I think I have one of the best jobs in the world and I get to help people celebrate important life moments," Mark said. "You cannot put a price on that. Last time I looked that there were less than 2% of business that make it to four generations."

Mark has known some of his customers for many years and looks on them as his friends. "It is all about respect and you grow with them as any good business does," Mark said.



Mark and Nadira Brancier stand in their store by the display featuring a selection of Nadira's custom creations that were presented to Queen Elizabeth II in 1994.

**Fabulous Fall Fare!**  
 at the Milton Chamber of Commerce Farmers' Market  
 Saturday mornings from 7:00 a.m. to 12:00 noon until October 29th  
[www.miltonfarmersmarket.com](http://www.miltonfarmersmarket.com)

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**- PUBLIC FORUMS -**

**FUTURE LIBRARY FACILITIES FOR GEORGETOWN AREA**

The Halton Hills Public Library is hosting several public forums to introduce the draft Facility/Site Study for the Georgetown area.

Mr. Jim Morgenstern of dmA Planning and Management Services will present the recommended option for future library facilities to serve Georgetown and the surrounding rural area.

The dates/times and locations of these forums are listed below:  
 (The presentation at each forum will be the same)

- Saturday, Oct. 1<sup>st</sup> 1:00 p.m. Gellert Community Centre- Program Room
- Wednesday, Oct. 5<sup>th</sup> 7:00 p.m. Acton Branch- Program Room
- Thursday, Oct. 6<sup>th</sup> 7:00 p.m. Georgetown Branch- Gallery

Please note that as of September 23<sup>rd</sup>, copies of the draft Facility Site/ Study will be available at both the Georgetown and Acton branches, and through the library website at [www.library.hhpl.on.ca](http://www.library.hhpl.on.ca).

Halton Hills Public Library  
 9 Church St, Georgetown, ON L7G 2A3  
 Phone 905.873.2681 Fax 905.873.6118