



Secrets Doncaster store manager Mona Shahine, Sam de-Rango and Mollie Ellis. F48DT651

The secret is out for diamond lovers

THIS month Secrets will celebrate a 10-year journey that has seen the business grow from a store in a little seaside town into Australia's largest diamond simulant retailer.

It now has 20 stores across Australia and New Zealand – including at Doncaster.

Secrets founding director Jane Meredith said the brand's 10th birthday provided an opportunity to reflect on the events of the past decade and how it had shaped attitudes towards traditional symbols of success and wealth.

Ms Meredith said the company was founded on a belief that every woman deserved access to fine jewellery.

"I wanted to equal the playing field; breathtaking, high-quality jewellery should not be the exclusive territory of a small percentage of society," Ms Meredith said.

The highs and lows of the past decade have challenged entrenched social attitudes towards many things, including simulant diamonds.

Ms Meredith said initially women asked whether they were real, but now they embraced diamond simulants as the "new real".

As part of its birthday celebrations, Secrets is offering up to 40 per cent off its products storewide until July 18, while stock lasts.

Go to Secrets at Westfield Doncaster or secrets-shhh.com