



Secret's out: they are the best

IF diamonds are a girl's best friend, then Peal Brunner and Sharon Daly have plenty of mates.

The co-owners of Secrets at Cairns Central have beaten 20 stores across Australia and New Zealand to take out two awards at the company's annual awards ceremony.

The store took out top honours, winning both the outstanding achievement and marketing/public relations awards at the national event.

The store, which sells simulant diamonds, has become a jewel in the crown of the company since it was

established six years ago.

Secrets founding director Jane Meredith credited the store's team for setting a benchmark in customer service and providing an outstanding contribution to the company.

Ms Brunner attributed the store's success to a stream of international customers.

"We tend to have a strong local market, but we have a lot of customers from New Zealand, Canada and Ireland Ms Brunner said.

"They come here for a holiday and all want to buy jewellery."

Simulant diamonds are produced from zirconium oxide using extreme heat in a laboratory.

The store says the stones, which are crafted using the same cutting and setting techniques as for natural diamonds, are indistinguishable from the real thing to the naked eye.

"Jewellery is a form of self expression and buying it is a really special experience for women," Ms Brunner said.

"A bit of sparkle can transform the way we feel.

"Being able to share that is an honour every day."



Sparkle: Sharon Daly and Pearl Brunner with the awards Secrets at Cairns Central won at the company's annual conference