

The Murrant family's destiny

By Carol Johnstone
Special Features Writer

Sitting on stock boxes in the back room of Destiny Jewellery in Park Lane, Sarah Murrant, 19, talks a mile a minute, while her mother Sandy watches encouragingly.

"The talk is till about family.

"I would say I was a stay-at-home mother," Sandy says.

Her husband Tucker has a commercial flooring business, Techniflor, which the family has been helping with for 20 years out of their home.

"That's why I'm able to just walk out of the house and do this so easy, 'cause I was always doin', doin', doin'," she says.

As happy as she was doing that, with the children grown, it was time to move on. Sarah had a job selling jewelry and as Sandy says, "developed a real passion for the jewelry and the stones, and made me fall in love with them, too."

Sarah says "we land of just

thought about it and it was like I wonder if we really could?"

That was in July 2000. They made a few phone calls, surfed the Internet, and by August, Sarah, her mom and dad went to three big gift, and jewelry shows in Toronto. With "three very smart minds, with very good taste," they bought their first shipment of inventory.

They didn't yet have a location, but "just one thing after another, it all fell into place." A location opened up in the Barrington Place Shops and they signed a lease for October 1, 2000.

They renovated all October. Sarah says, "mom designed all the showcases. It was endless summer nights sitting at the table drawing and 'no that one won't work, and rip that up, and scratch it out, and try again.'"

"And graph paper just stacked up," Sandy finishes, "by the bundle."

Creating the design was not the problem, it was fitting the display cases into the space.

"After working very hard, by Nov.

2, at 7 o'clock at night, we ripped the brown paper off the windows and we opened and nothing happened from 7 'til 9 o'clock downtown as it was a slow Thursday night. Then it took off. Cluistmas was a blur, and everything was fine from there on in," Sarah says.

By July 3rd, 2001, they were able to open a second store at Park Lane Mall. They had much more experience by then. Again, Sandy used her successful storefront and display designs, Tucker looked after tire interior design and Sarah took some time from university to devote herself 100 per cent to the business.

Mathew, tire older brother, graduating from St. Mary's next year, fills in on Thursday and PYiday nights and younger brother Andrew, still in high school, fills in on in-service days.

They sell sterling silver jewelry with semi-precious gemstones, Lang country-style calendars and stacking boxes, Italian brass, and Canadian-made crafts.