

# MJ CHRISTENSEN DIAMONDS

AT MJ, IT'S ALL ABOUT FAMILY.



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In 1927, Marcus Joy Christensen was hired as a railroad watch inspector for the Union Pacific Railway in Las Vegas. His love for the jewelry business began long before the first MJ Christensen store opening on April 18th 1939, in the corner of a drugstore on First and Fremont. Family owned and operated with unquestioned ethics and integrity, MJ Christensen Diamonds made a name for themselves in the Las Vegas Valley that stands firm today.

In May 2000, with over 40 years of experience in all facets of the jewelry industry, Cliff Miller and his wife and business partner Darlene acquired the managing partnership and became President/CEO of MJ. With the decision to uproot their family and head west, they saw a tremendous opportunity to join a company that had withstood all the challenges within the jewelry industry and had established an impeccable reputation, even among their competitors who often refer guests



to MJ. In December 2006, Cliff and Darlene Miller purchased the partnership, becoming sole owners of MJ Christensen Diamonds.

Making the positive changes necessary for a company to grow, Cliff and Darlene, along with the MJ team, have presented to Las Vegas the "new MJ" with a more upscale look and design, while continuing to keep the values and traditions that have made MJ what it is today. For many years, their brand motto was "Without Question", symbolizing that regardless the situation or issue MJ would always be a trusted source of resolution. In 2011, "An Ethical Affair" was born. It came about as Cliff's daughter-in-law, Jennifer Miller, worked with a marketing team to review the company's culture. It was quickly realized that MJ was not just about diamonds & fine jewelry, but serving the local and global communities.

As a leader in the jewelry industry, MJ believes that all members of the diamond supply chain share the responsibility in giving back to the nations where the diamonds are mined. Every diamond purchased from MJ helps support, through education and opportunity, underdeveloped communities where diamonds are a natural resource. Locally, their family-owned business embraces the spirit of serving the Las Vegas community. This commitment to serve is lead by the owners, Cliff and Darlene, whose passion is evident through their



many philanthropic affiliations; including Opportunity Village, Best Buddies, United Way of Southern Nevada, Dress For Success, and BeadforLife. Through MJ's support of these local and global charities, they help make it easy for guests to shop with a conscience.

MJ Christensen Diamonds shines, not only as a treasured jewel in Las Vegas history, but

also as a place for their guests to call home. Visit the team at MJ and you will feel the warmth and true love of jewelry from a professional staff. Whether you are looking to learn more about diamonds, need help selecting the perfect gift for a loved one, or would like to share stories of jewelry from your family, MJ demonstrates the highest level of service and responsibility. ■