

Press Release 2023



DERBION'S JEWELLERY STORES UPSIZE

Three of Derby's jewellery stores will offer customers an improved shopping experience this year, as Beaverbrooks, Goldsmiths and Ernest Jones have all announced plans for renovation to accommodate a wider selection of luxury brands.

Beaverbrooks, is set for a full store refurbishment and upsize, including a brand new standalone TAG Heuer watch store, as well as an extended range of luxury brands such as Gucci, Longines, Michael Kors and Links of London. The works will start next month and will continue until their reopening in Spring 2023.

Located on Level 1, leading jeweller Goldsmiths is set to invest in its store, increasing its footprint by 1000 sq ft later this year, with work on the unit expected to start in May. The brand new store experience will give customers a new design to discover and the chance to shop a wider range of leading brands including Tag, Tudor, Tissot, Jenny Packham and Mappin & Webb.

Elsewhere, Ernest Jones is also investing further in its Derby store with a new refreshed store design and a host of new brands. The revamp is set to be completed in the spring, with plenty of brands to browse from including new stores for Breitling, Omega and Tudor.

Alan Pearson, Director at FHP Property Consultants, commented: "We're delighted to announce the upsizes of both Beaverbrooks and Goldsmiths alongside the refresh of Ernest Jones. The investment from Beaverbrooks to bring a TAG Heuer Boutique to Derby is testament to the leading destination we are creating and adds to the number of retailers who have invested in new stores and upsizes at Derby in the last two years."

Beth McDonald, commercial director at Derby, commented: "After a hugely successful year for Derby in 2022, we're thrilled to see more of our existing brands continuing to invest in their stores at Derby."

"We're excited to kick start the new year with significant investment across the jewellery category at the centre, following a string of successful arrivals last year including H&M, River Studios and the significant NEXT refurbishment".

ENDS

Alan Pearson
8th March 2023

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