

# Big jewellery chains investing in Derbion

Three of the country's biggest jewellery chains are expanding their presence in the Derbion Shopping Centre.

Management at the [Derby city centre shops](#) complex said [Goldsmiths, Beaverbrooks and Ernest Jones](#) are all set to make significant investments this year.

Beaverbrooks will undergo a full-store refurbishment this spring, expanding their presence to 2,350 sq ft, including a standalone Tag Heuer watch store and an extended range of luxury brands such as Gucci, Longines, Michael Kors and Links of London.

Goldsmiths, meanwhile, is increasing its floor space by 1,000 sq ft later this year, with its unit set to start in May. The store will be given a total redesign with more space for a wider range of brands such as TAG Heuer, Tudor, Tissot, Jenny Packham and Mappin & Webb.

Elsewhere in the centre, Ernest Jones is investing in its store with a refreshed design and new brands including Breitling, Omega and Tudor.

[Derbion](#) commercial director Beth McDonald said the store expansions and investment follow a string of 28 new lettings over the past year, including Jack Wills, H&M Home, River Studios, Søstrene Grene, Popeyes, Burger & Sauce and new department store Frasers.

She said: "After such a successful year for lettings at Derbion, we're delighted to announce that three of the leading names in retail jewellery have chosen to invest in their existing stores with us."

“We’re proud that so many of our retailers are showing such confidence in the centre, as well as Derby, by investing and expanding their stores.”

Just before Christmas the boss of the Leicester-based [Watches of Switzerland Group](#) – which owns Goldsmiths – said they are continuing to open new branches to meet growing demand for expensive watches and jewellery.

It invested in 20 new showrooms across the UK, US and Europe in the second half of 2022, and reported pre-tax profits of £83 million for the six months with sales up almost a third to £765 million.

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