

Laings The Jewellers to open new showroom at Cardiff's St David's

Laings The Jewellers is set to unveil its new-look showroom at Cardiff's St David's tomorrow as it officially relaunches.

The expansion project, which has seen the existing showroom more than treble in size to 4,735sq ft, features dedicated diamond and jewellery areas.

They have taken on eight new staff.

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Stuart McDowell, managing director of Laings, said: “This expansion reaffirms our commitment to in-store experiences – and to Cardiff, a vibrant city with a thriving retail scene.”

There will be an on-site watch workshop in the Cardiff showroom and the business said it will also continue to invest in the traditional crafts of jewellery and watchmaking, safeguarding these artisan skills for the future.

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Russell Loveland, Senior Portfolio Director for Landsec, the co-owners and asset managers of St David's, added: "The launch of the upgraded Laings showroom at St David's exemplifies our approach to foster ongoing relationships with our retailers, providing opportunities for them to grow and thrive."

The £3 million investment into the transformation of the family-run jewellers' existing showroom at St David's forms an integral part of Laings' UK-wide expansion plan.

Highlighting Cardiff as a key location for the business, Laings is expected to further build on its presence in the city as part of its longer-term growth plan over the next 18 months.

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