

## LORD MAYOR OF BIRMINGHAM ATTENDS GRAND OPENING OF RUDELL THE JEWELLERS' NEW STORE

Houlden Member Rudell The Jewellers, based in the West Midlands, proudly unveiled its third showroom on New Street, Birmingham recently.

The grand opening was marked by the distinguished presence of the Lord Mayor of Birmingham, Councillor Ken Wood, and the Lady Mayoress, Mrs Barbara Wood. The event commenced with the Lord Mayor officially cutting the ribbon, symbolising a new chapter in Rudells' storied history, which began in Wolverhampton in the 1930s.

Jon Weston, Managing Director of Rudell The Jewellers, led the Lord Mayor and Lady Mayoress on an exclusive tour of the showroom, during which he introduced the exquisite collections of jewellery and watches that Rudells are celebrated for, including their exclusive showcase of Patek Philippe, the world-renowned Swiss watchmaker.

*"We are honoured to have the Lord Mayor and Lady Mayoress join us for this special occasion," said Jon. "Our new showroom on New Street is the culmination of years of planning and dedication, and we are thrilled to bring the Rudells tradition of excellence to the heart of Birmingham. Alongside our unique partnership with Patek Philippe and further prestigious brands including Chopard, Messika, Fope, Mikimoto, Roberto Coin, Marco Bicego and Georg Jensen, this location will offer an incredible luxury experience within the city centre."*

The opening welcomed the showroom's first clients, who had the opportunity to experience Rudells' unparalleled service and admire the curated selection of fine jewellery and timepieces. With champagne flowing and the showroom sparkling with brilliance, the event was a resounding success, capturing the spirit of luxury and community.

The new showroom, located in the iconic Burlington Arcade, exudes elegance with a contemporary edge. With expert staff on hand to share their extensive knowledge, the showroom is poised to become a cornerstone of Birmingham's thriving retail scene.

The team look forward to welcoming new clients and loyal patrons alike to the New Street showroom, where every visit promises a journey through the finest collections of jewellery, gifts and timepieces. This milestone signifies Rudells' commitment to excellence in quality, service and value, bringing world-class luxury to Birmingham city centre.

