NEWS RELEASE

# Peoples Jewellers Unveils Flagship Store at Toronto’s Prestigious Yorkdale Mall

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TORONTO--(BUSINESS WIRE)-- Peoples Jewellers, Canada’s leading fine jewellery retailer, proudly announces the opening of its newly redesigned flagship store in the prestigious Yorkdale Mall. This innovative location is set to redefine the shopping experience for jewellery enthusiasts, blending luxury with approachability to create an inviting atmosphere.

The newly reopened Yorkdale Mall location of Peoples' invites customers to explore its fresh design, premium offerings, and signature service. This flagship is a testament to Peoples’ dedication to innovation and customer satisfaction, setting a new standard for fine jewellery retail in Canada.

The store will also feature unique, limited-edition curations of Le Vian and 10-18K Gold Fashion pieces, specifically for Peoples Yorkdale, alongside an array of new offerings just in time for spring celebrations such as Mother’s Day, Father’s Day, graduations and weddings.

## A Design Inspired by Elegance and Warmth

The new flagship store draws design inspiration from the natural beauty of Canada’s landscapes, combined with the welcoming charm of Peoples’ jewellery consultants. The aesthetic merges organic elements with an elegant, modern touch, reflecting the sophistication of Yorkdale’s clientele. Customers can look forward to exploring collections in an atmosphere that feels both luxurious and approachable.

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## Grand Reopening Celebration

To commemorate the unveiling of its redesigned flagship, Peoples Jewellers is hosting a special **grand reopening weekend** at Yorkdale Mall on April 24-27, 2025. Guests are invited to experience the new space, explore new and exclusive spring style, daily offers, and enjoy curated in-store experiences designed to celebrate the moment in style. From limited-edition pieces to personalized service and thoughtful details, the event will offer something special for every guest.

## A Strategic Investment in Excellence

Toronto, as Canada's largest city, plays a key role in the brand's strategic growth. The Yorkdale flagship represents a commitment to enhancing the customer experience and seeking inspiration from the local community. This is part of Peoples' broader initiative to invest in key markets, including planned flagship openings and store remodels across Canada in the coming year.

"The Yorkdale flagship is more than just a store — it's a reflection of who we are and where we're headed as a brand," said Stacee Johnson Williams, President of Peoples Jewellers. "We've reimagined this space to offer a warm, modern, and elevated experience that celebrates our Canadian roots while meeting the evolving needs of today's customer. This opening marks an exciting milestone as we continue to invest in innovation, style, and service across the country."

For more information, please visit **https://www.peoplesjewellers.com/** or contact **mediarelations@signetjewelers.com**.

## About Peoples Jewellers

Peoples Jewellers is the largest retailer of fine jewellery in Canada, with over 90 locations from the Maritimes to British Columbia. Founded in 1919 as a family business, Peoples Jewellers has provided customers with a trusted and helpful shopping experience for more than 100 years. With a strong assortment of affordable fine jewellery and brand-name watches, Peoples Jewellers provides options for every occasion and every customer.

## About Signet Jewelers

Signet Jewelers Limited is the world's largest retailer of diamond jewelry. As a Purpose-driven and sustainability-focused company, Signet is a participant in the United Nations Global Compact and adheres to its principles-based approach to responsible business. Signet operates approximately 2,600 stores primarily under the name brands of Kay Jewelers, Zales, Jared, Banter by Piercing Pagoda, Diamonds Direct, Blue Nile, James Allen, Rocksbox, Peoples Jewellers, H. Samuel, and Ernest Jones. Further information on Signet is available at **www.signetjewelers.com**. See also **www.kay.com**, **www.zales.com**, **www.jared.com**, **www.banter.com**, **www.diamondsdirect.com**, **www.bluenile.com**, **www.jamesallen.com**, **www.rocksbox.com**, **www.peoplesjewellers.com**, **www.hsamuel.co.uk**, **www.ernestjones.co.uk**.

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Source: Peoples Jewellers