



NEWS RELEASE

Rocksbox Expands Boutique Jewelry Concept

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NEW YORK, June 26, 2025 /PRNewswire/ -- Rocksbox, the jewelry retailer known for redefining the way customers shop for accessories, is expanding its footprint by opening brick-and-mortar stores throughout the country, starting with New York City and the San Francisco Bay Area. The new jewelry destinations are designed to bring community, discovery, and style to fashion-forward markets.

"Rocksbox's curated multi-brand assortment and boutique-like environment are resonating across our target audience of fashion loving self-purchasers, and with the growth currently being driven by this segment of the market, retail is a very exciting opportunity for us as a brand," stated Allison Vigil, Rocksbox President

Born as a subscription brand and now part of the Signet Jewelers portfolio, Rocksbox made its name through a unique try-on subscription service. Today, it has evolved into an omnichannel destination where shoppers can experience jewelry brand favorites up close. The assortment includes fashion, demi-fine, fine, and lab-created diamond jewelry, with 18 curated brands under one roof. This includes in-house lines Rocksbox and Rocksbox Redefined, plus Kendra Scott, Kate Spade, Ana Luisa, Luv AJ, and more, offering a wide variety of styles at accessible price points, most under \$300.

The Rocksbox boutiques are designed to encourage experimentation and self-expression. With open-concept displays, vanity mirrors, shopping trays, and a central styling table, the space invites customers to try-on and stack pieces freely. Store associates act as stylists, helping guests discover new favorites for everyday wear and special occasions.

The opening comes at a time when in-store shopping is resurging, particularly among Gen Z and Millennial consumers who opt for the experience and ambiance of in-store discovery. According to a recent study by Adyen, 73% of Gen Z shop in-store weekly, highlighting that it enhances their overall shopping experience, including online shopping because they can pick-up and do returns at a physical store. Rocksbox is meeting this trend with a tactile, consumer-focused experience.

The New York SoHo location, located at 239 Elizabeth Street, is now officially open joining existing stores in San Francisco and Walnut Creek, CA. For more details, please visit www.rocksbox.com.

About Rocksbox

Rocksbox was founded in 2012 to transform the way customers discover and buy jewelry. Starting as a direct-to-consumer subscription service, the brand has expanded into retail locations to meet customers where they are.

Rocksbox is a proud member of Signet Jewelers Limited brands. www.rocksbox.com

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