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James Moore & Co and First Class Watches Receive Three Award Nominations Following Complete Store Refurbishment



https://www.youtube.com/watch?v=CW35eFH_F88&feature=emb_logo

Warwickshire, UK – James Moore & Co, based in the heart of the historic Kenilworth, has recently completed a transformation of their high street jewellery and watch store. After closing for a week in late October, the store opened its doors again on the following Monday with a refreshed design and complete refit. This is the biggest revamp the store has undergone since it opened in 1998.

“We are thrilled with the finished design and have already seen the impact the refurbishment has had on the local community,” said Jamie Brown, the director and owner of James Moore & Co and First Class Watches. “Now we can showcase our brands in-store better than ever before.”

The store refurbishment is comprised of an all-glass shop front which exhibits the warm and inviting environment as well as several interactive screens, a full-length wall lightbox and seating area, which promotes a comfortable shopping experience.

This is not the first time the company has rebranded themselves. Back in 2017 they also transformed their website, in keeping with the luxury and sophisticated brands they supply online and in-store.

Since the news of the store redesign, James Moore & Co and First Class Watches have been shortlisted for three awards at the UK Jewellery Awards 2020. The categories they are shortlisted for are: Store Redesign of the Year, Watch Retailer of The Year and Multi-channel Retailer of the year. The event will take place at the Tower of London on the 2nd of July.



With bright prospects for the future and evidence of their changes already making an impact within their sales online and in-store, James Moore & Co and First Class Watches are hoping that their transformation will promote success within their business for many years to come.

Launched in 2005 by high street jewellers James Moore & Co, First Class Watches is a family owned and operated business who have used the power of internet retail to reach customers from all corners of the globe. More than ten years on, they are one of the UK's largest independent watch retailers with hundreds of thousands of happy customers. Using their responsive website customers can browse a stock of over 10,000 watches and more than 150 watch and jewellery brands at their leisure. First Class Watches uses self-photographed 360-degree imagery, click and collect, interest free credit, product reviews, price matching and free watch adjustment to allow customers to make an informed and quick purchases while receiving the same service and warranty they would expect from a retail store. For more information please contact press@firstclasswatches.co.uk or visit www.firstclasswatches.co.uk.