



CANADIAN JEWELLER BIRKS CELEBRATES ITS ENTRY INTO THE U.K. MARKET

Birks Collections are now at fine jewellery stores Mappin & Webb and Goldsmiths

#BirksUK

FOR IMMEDIATE RELEASE

TORONTO, ON - October 19, 2017 - To mark its entry into the United Kingdom market, Birks, the renowned Canadian jewellery brand celebrated with a cocktail soirée on October 16 at London's Canada House hosted by President and CEO Jean-Christophe Bédos.

A special edit of Birks contemporary jewellery is now in fine jewellery stores Mappin & Webb and Goldsmiths across the country, including the flagship Mappin & Webb boutique on Regent Street in London.

"It is with great pride that we celebrate our entry into the U.K. market this week," said **Jean-Christophe Bédos, President and CEO at Birks Group Inc.** *"We are delivering on our strategic objective to grow the Birks brand into a global reference and continue to invest in its development."*

"Birks Collections were well received by guests and members of the press at our launch this week," said **Eva Hartling, Vice President and Chief Marketing Officer, Birks Group.** *"We look forward to continuing to introduce fresh collections, inspired by Birks' Canadian heritage, to customers across the U.K.,"* she concluded.

Monday night's U.K. launch event drew an assortment of elite guests, from fixtures in the entertainment industry, to dealmakers in the business world.

Actress **Laura Haddock** wore the Muse Mesh Hoop Earrings & Muse Ribbon Cuff Bracelet from the Birks Muse Collection and the Rosée du Matin Wrap Flex Wrap Ring in Yellow Gold from the Birks Rosée du Matin Collection. Meanwhile, model **Arizona Muse** wore the Bee Chic Honeycomb Earrings with Diamonds, Bee Chic Honeycomb Pendant with Diamond & Bee Chic Honeycomb Ring with Diamonds from the Birks Bee Chic Collection. Other guests included **Caroline Issa, Virginia Bates, Pips Taylor, Elena Fernandes, Jess Barden** and **Stephanie Peers**.

Guests were served a selection of Canadian-themed canapés, including toasted hot smoked Canadian salmon brioche, slow roasted Canadian tri tip beef en crouete and vegetarian sushi, and toasted the brand's arrival with Peller Estates Ice Cuvée Sparkling Wine.

The Birks brand collections of fine jewellery is now offered in 12 locations across the U.K., at various Mappin & Webb and Goldsmiths locations as well as through the two banners' e-commerce sites.

To request interviews or more information, please contact:

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Birks

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About Birks Group Inc.

Birks is a leading designer of fine jewelry, timepieces and gifts and operator of luxury jewelry stores in Canada. The Company operates 28 stores under the Birks brand in most major metropolitan markets in Canada and two retail locations in Calgary and Vancouver under the Brinkhaus brand. Birks was founded in 1879 and has become Canada's premier retailer and designer of fine jewelry, timepieces and gifts. Additional information can be found on Birks' web site, www.birksgroup.com.