



## LUXURY RETAIL BOOST FOR NOTTINGHAM AS ROLEX AND GOLDSMITHS COMMENCE FIT-OUT AT BRIDLESMITH HOUSE

Rolex and Goldsmiths have committed to a landmark new store at Bridlesmith House, Nottingham, marking one of the most significant retail lettings in the city centre in recent years.

Acting on behalf of Endymion Property Group, FHP Property Consultants has completed the letting which will see the globally recognised luxury watch brand Rolex occupy a prominent flagship store operated by Goldsmiths on Bridlesmith Gate.

Fit-out works commenced on site on 1<sup>st</sup> June 2026, with the new store scheduled to open ahead of the Christmas trading period.

The deal represents a major milestone in the repositioning of Bridlesmith House, a prominent mixed-use building acquired by Endymion Property Group in 2022. Since acquisition, the property has undergone a comprehensive transformation programme.

Jack Shakespeare, Director at FHP Property Consultants, commented:-

*"This is a hugely significant transaction for both our client and Nottingham city centre. Securing Rolex and Goldsmiths demonstrates the continued appeal of the very best retail locations and highlights the confidence that major international brands have in Nottingham.*

*Bridlesmith Gate has long been recognised as the city's premium retail pitch and despite some turbulent years, this letting further restrengthens its position.*

*We are delighted to have represented Endymion Property Group in securing such a prestigious occupier and look forward to seeing the store open later this year."*

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10 Oxford Street | Nottingham | NG1 5BG

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122-124 Colmore Row | Birmingham | B3 3BD

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Natalie Shaw of Endymion Property Group added:-

*"We are delighted to welcome Rolex and Goldsmiths to Bridlesmith House, a letting which almost completes the full repositioning of the building following our acquisition of the property in 2022.*

*Rolex's decision to build a larger presence at Bridlesmith House is a powerful endorsement of both the building and Nottingham City Centre and demonstrates that exceptional locations continue to attract exceptional world-class brands.*

*We would like to thank Jack Shakespeare and Alan Pearson at FHP for securing this landmark transaction for both ourselves and Watches of Switzerland.*

*We are also grateful for the positive collaboration with the Council planning teams on the forthcoming improvements to the Bridlesmith Gate street scene which will further enhance Nottingham's premier retail destination."*

The letting leaves just two office suites available within Bridlesmith House, representing the final phase of the building's successful repositioning programme. FHP Property Consultants has been retained as letting agent for the remaining office accommodation.

The arrival of Rolex and Goldsmiths is expected to further elevate Bridlesmith Gate's luxury retail offer and provide another positive signal for Nottingham city centre as leading national and international brands continue to invest in the city.

For further information, please contact Jack Shakespeare at FHP on 07817 924949 or email [jack@fhp.co.uk](mailto:jack@fhp.co.uk).

ENDS

Jack Shakespeare  
02/06/2026

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