



# gorjana

## gorjana to debut stores at Derby Street Shops and The Street Chestnut Hill

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Hingham, MA gorjana, a fast-growing jewelry brand known for its laid-back style, will be opening two new stores in Massachusetts, at WS Development's Derby Street Shops and The Street Chestnut Hill. Since the brand's Boston debut last fall, gorjana's expansion across Massachusetts will allow more customers to shop the nationally-recognized brand's popular designs.

"We've loved getting to know the Boston community over the past year, so when we saw the possibilities for serving more gorjana customers in the region, we jumped at the opportunity," said Gorjana Reidel, co-founder. "We look forward to opening our doors in these iconic neighborhoods and allowing the Hingham and Chestnut Hill communities to find their personal styles and favorite pieces this holiday season and beyond."

gorjana's Derby Street Shops and The Street locations will evoke a welcoming, coastal feel inspired by co-founders Reidel and Jason Griffin Reidel's Southern California roots. Light wood finishes, a crystal quartz chandelier, and a hand-dipped Lauren Williams Tapestry inspired by the iconic Laguna Beach coastline create the perfect backdrops to gorjana's elevated yet effortless designs.

"We are always looking to bring brands to our properties that pair amazing products with an incredible shopping experience. gorjana's openings at Derby Street and The Street align with the holiday season so perfectly, and will no doubt be destinations for finding beautiful gifts. We especially love gorjana's custom engraving service, adding a personal touch to each piece and making for extra special gifts at any time of year," said Sherri Schuler, director of field marketing, asset strategy & experience at WS Development.

gorjana's expansion into Hingham and Chestnut Hill follows a year of impressive growth for the brand, most recently in Brooklyn, New York, and continuing across the country through the end of the year and into 2023. With an ever-growing collection of timeless designs, gorjana offers something for everyone. Its renowned in-store stylists offer exceptional service, including curating layered looks that help shoppers express their unique personal styles and offering complimentary engraving for online orders.

gorjana joins a mix of new businesses at Derby Street and The Street Chestnut Hill this holiday season, including Shake Shack and Pottery Barn, locally-owned For Now, Untold Brewery &

Restaurant, and Levitate at Derby Street, and Roller Rabbit, Limani, Hummingbird Books, Skin Spa  
New York, and Bond Vet at The Street Chestnut Hill.

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