

# Thomas Pink's new store in Castle Street



The Thomas Pink Edinburgh store in Castle Street will be the first UK Thomas Pink location to showcase the new store concept. Marrying menswear and ladieswear for the first time in Edinburgh, the newly refurbished and extended store will become a one-stop location for the Thomas Pink client, with doors opening on this exciting new venture on Monday.

Key to the execution is the tension between the old – the Jermyn Street heritage of the brand – and the new – the design aesthetic which is encapsulated in the dynamic eclecticism of 21<sup>st</sup> century London.

Taking a cue from classic British club interiors, panelling features as a wrap-around store canvas. Contrasting finishes on walnut panelling highlight different product areas. Off to the left of the store a dedicated menswear environment is defined by limed walnut, black stained wood is used to showcase the White Shirt Bar and to the right white panelling introduces the client to the Women's collection. Further to the back of the store the Men's Slim Fit collection is found within a framework of polished stainless steel.

Unifying the space of this 920 square feet store is a herringbone floor of polished black granite. The floor is detailed with a narrow band of pink around the perimeter in the company's custom pantone colour. Black and pink is also evident in the soft furnishings – upholstery, tuftings and leather trims all feature touches of the brand's signature colours.

The brand heritage, which was inspired by the 18<sup>th</sup> Century legendary Mr Pink – tailor to the aristocracy – is illustrated with classic British hunting scenes. The Thomas Pink emblem is the “cheeky fox” – a grinning fox, who although hunted, is bold enough to disguise himself in the red melton wool jacket of the hunt staff, known as ‘hunting Pink’ after the tailor, who graces door handles, and conspires with the quirky, bold and sophisticated interior to convey the Britishness of the brand.

Jonathan Heilbron, President and CEO of Thomas Pink commented:- “It has been exciting and inspirational to create such a modern and innovative interpretation of the Pink brand. The new store concept intelligently unifies past with present and uses contemporary technology to bring our brand to life.”