

Save the Children shop to get the Hard Rock makeover



Customers to Edinburgh's favourite designer charity shop will be in for a rock 'n' roll treat on Friday 15 June 2012 when Hard Rock Cafe takes over Mary's Living & Giving Shop for Save the Children.

The team from Edinburgh's Hard Rock Cafe on George Street will be on hand to help visitors pick an outfit fit for a superstar at the capital's favourite charity shop in Stockbridge.

Live mannequins will be in the windows to model the clothing, the in-store DJ will be taking requests and there will also be some of Hard Rock Cafe's signature brownies and mocktails for customers to enjoy.

Also on display for the first time will be a signed guitar owned by Noel Gallagher which Hard Rock Cafe Edinburgh will auction later in the month.

Barbara Williams, Save the Children's Living & Giving shop manager said:-

"This is the second year Hard Rock Cafe Edinburgh has taken over the shop and it went down a storm with locals last year. We raised over £1000 on the day and we're hoping to make it bigger and better this year.

"It should be a really fun day for anyone interested in shopping for some eclectic designer bargains, while listening to great rock tunes and sampling some of Hard Rock Cafe's tasty treats.

"The takeover from the Hard Rock team will inject some fun into shopping and we hope to attract some potential rock

chicks and rock gods looking for that perfect outfit.”

The Living and Giving shop, launched by retail guru, Mary Portas, and the first of its kind in the UK, stocks top-end designer goods which are sold at bargain prices in aid of Save the Children.

Mary Portas said:-

“I wanted to prove that charity shops could be as good a place to shop as high street retailers; well, I think we’ve gone one step further – I reckon they’re better.

“We want to create a real buzz around second hand shopping and make the old fashioned charity shop a thing of the past. It may seem crazy to sell such quality goods at reasonable prices, but the money raised will be well spent and it costs as little as £5 to save a child’s life”

Lesley Ross, Sales and Marketing Manager for Hard Rock Cafe Edinburgh said:

“We are delighted to be invited back by Save the Children for a second year. We all loved the experience and all our staff had a really fun day whilst raising money and awareness for Save the Children. We had our staff rocking out in the shop window as live models and we even managed to stop the traffic in Stockbridge with our tasty treats!

“We’re looking forward to making this event even bigger than last year and most importantly raising more money for a great cause. The staff have really bought into it and are excited to be a part of such a great day.”

Hard Rock Cafe Edinburgh will be taking over the shop at 34a Raeburn Place between 10am and 4pm on Friday 15 June 2012.