

# Apple store will open in Edinburgh



The problem is that we cannot tell you when. But we are not alone in that. Social media has been abuzz with the news all day, and of course for the last year or more since it was first rumoured, but nobody yet knows when the Big Day will be. But today Apple have confirmed to The Edinburgh Reporter and other news outlets that there is definitely a store on its way. this was not really news to us and we are sure it is not news to you either.

Our lovely photo from the ©RCAHMS Scottish Colorfoto Collection shows Woolies at the east end of Princes Street around 1920 in the same place that Apple now propose to open. Maybe the new Apple store will become as iconic as Woolies once was. Who remembers the Pick 'n mix downstairs and records upstairs?

*Apple confirm new store set for Edinburgh's Princes Street.*  
<http://t.co/0qmMIHMzUr> [pic.twitter.com/xDqmm0j3Eo](http://pic.twitter.com/xDqmm0j3Eo)

– Scotsman (@TheScotsman) [July 10, 2014](#)

This will be the fourth outlet in Scotland and according to some commentators the 38th in the UK.

*Apple store definitely coming to Edinburgh. Logos are up outside old Burger King building...* [pic.twitter.com/STfxvoqrnc](http://pic.twitter.com/STfxvoqrnc)

– Radio Forth News (@RadioForthNews) [July 10, 2014](#)

But we are a bit excited about it! Being an all Mac person

The Edinburgh Reporter has been to many of the 425 Apple stores across the world, including the fabulous store in San Francisco where they have a theatre for tutorials, the original store in Cupertino which was disappointingly small and of course the Glasgow Buchanan Street store which has been the Scottish flagship to date.

John Donnelly, CEO Marketing Edinburgh, said:-“We are delighted that Apple are opening their new store in Edinburgh and it is a clear sign that our city centre is an attractive place for businesses to locate. Apple is such an iconic brand the world over, and will be a fantastic addition to the existing retailers on Princes Street. Its location, directly opposite the Waverley Steps, will remind residents and visitors alike of what a quality city they are in.”

Not everyone is just as excited about the prospect for the usual reasons. Jason Eccles from [Simply FixIT](#) said :- “We first heard about that site being used by Apple about 20 months ago and it took us nearly 6 months to get our Waverley Steps store so that we could be as close as we could to them. We are looking forward to having them in Edinburgh because it’s another way for people to see just how much they can save by coming to SimplyFixIt.

“Just today we had a customer with a broken MacBook screen. It’s a 15” Retina model – so pretty top of the range. Apple in Glasgow had quoted £520 but we fixed it, in a faster time, for £370. Same parts. Our technicians are Apple Certified Mac Technicians, plus we pay all our taxes unlike our American cousins...”

Will this store take over from Glasgow in terms of sheer size? Perhaps it will. There appears to be space on the ground and first floors to allow the usual layout of two floors connected by a glass staircase with a Genius Bar upstairs. Some of the remainder of the building which used to house Woolworths and latterly Burger King has been used for the quirky new all

chocolate and turquoise [Motel One](#) which enters from West Register Street. If you haven't been there yet then we would suggest you try it out. Very stylish with a great view over Princes Street to Edinburgh Castle.

Maybe we should all just wait and see, but some pundits are suggesting the shop will open at the beginning of August.

*Looks like Apple is coming to Edinburgh.*  
[pic.twitter.com/pFHc9Aonar](http://pic.twitter.com/pFHc9Aonar)

*– mi leith (@mileith1) [July 10, 2014](#)*