

John Lewis Edinburgh gets its own Monty's Den



From today, John Lewis Edinburgh has become home to *Monty's Den* – an interactive and immersive experience which brings the John Lewis 2014 Christmas Advertising campaign to life for local shoppers.

John Lewis launched its much anticipated Christmas advert on its social media channels today, with the edit going live on TV tomorrow night (**Friday, 7th November**), during Channel 4's Gogglebox. The Christmas advert campaign this year evokes the magic of make-believe at Christmas through a child's eyes.

Set to the track 'Real Love', sung by Tom Odell and originally written and recorded by John Lennon, the heartwarming advert tells the tale of an unlikely friendship between a little boy, Sam, and his penguin friend, Monty.

John Lewis Edinburgh will be bringing the advert to life for young and adult customers in store by opening an Antarctic-themed space featuring never-before-seen technology, educational content and a photo opportunity with the star of this year's campaign, Monty. It is designed to encourage children – and adults – to use their imaginations and experience life through the eyes of Sam, the penguin-enthusiastic boy in the TV advertisement.