

Edinburgh Fashion Week starts today



Celebrating Edinburgh's unique and diverse shopping experience, **Edinburgh Fashion Week** officially gets underway on Saturday 7 March.

Transforming The Mound into a sleek and stylish indoor fashion hub and catwalk for the opening weekend, residents and visitors will be enjoying a packed two day programme of **free fashion shows, informal workshops and expert tutorials**, all hosted by Edinburgh's favourite high street retailers, designer boutiques and independent stores.

With catwalk shows from Edinburgh's leading shopping neighbourhoods; Princes Street, The Grassmarket, Thistle Street, Multrees Walk and West End – there will be something to suit every style and budget. National brands including *House of Fraser, LK Bennett, River Island, Next* and *Oliver Bonas*, will join some of Edinburgh's favourite independents such as *Kakao by K, Jane Davidson, Armstrong's Vintage Emporium, Fabhatrix* and more.

The fashion hub will also host pop-up shops from some of Edinburgh's leading independent boutiques including *Fabhatrix, Swish, Kakao by K, Covet* and *Sam Brown* with *the Cambridge Satchel Company* also joining in the action. Browse their latest collections while enjoying a glass of Prosecco, Men or Pickerings Gin cocktail. For those feeling peckish, a selection of tasty Afternoon Tea bites from G&V Hotel will be available.



Throughout the week following the launch, Edinburgh's retailers and businesses will be hosting a packed programme of events and fashion shows. Watch out for **in-store evenings** at *LK Bennett, Covet, Godiva Boutique, French Connection* and *Gap*. Plus fashion events including **Greyfriars Tartan Show, Edinburgh Charity Fashion Show** and a panel discussion called **Gusto Presents: Men in Fashion**, led by international male

model, Chris Millington, Richard Murphy of The Brotique Store and Gordon J Miller from ScotStreetStyle.

A number of the city's retailers are also offering a **special Edinburgh Fashion Week 20% discount or free gift** to anyone who quotes 'Edinburgh Fashion Week' in-store between 7 and 15 March, including *Sandro, Tommy Hilfiger, Austin Reed, JustG Boutique, Sam Brown* and *Frontiers*.

Part of the 'This Is Edinburgh' city-centre campaign, Edinburgh Fashion Week is a celebration of the city's unique and diverse shopping experience and style. It is hoped the opening weekend event and exclusive in-store offers will draw more people into the city centre to enjoy Edinburgh's wide selection of shops, bars and restaurants.

Scottish tweed specialist, Walker Slater has even commissioned a new limited edition tweed tie for city centre retailer, The Brotique Store, to celebrate Edinburgh Fashion Week, as modeled by Mika Kailes in the Edinburgh Fashion Week shoot.

John Donnelly, Chief Executive, Marketing Edinburgh said:

"The response from retailers and the public to Edinburgh Fashion Week has been incredible. Over 40 local businesses have come together to make Edinburgh Fashion Week a reality, while demand for advance tickets has surpassed all our expectations.

"Edinburgh offers such a rich and diverse shopping experience, packed with a tremendous selection of local independent, designer and high street shops – all on our doorstep and within walking distance. Edinburgh Fashion Week is all about promoting and celebrating that unique and special offering and getting people out shopping."

Edinburgh based Personal Shopper & Fashion Blogger, Laura Russell from Satisfashion, who will be leading some fashion

tutorial sessions at The Mound launch event said:

“Edinburgh has never attempted a fashion event on this scale before and the buzz around the city is electric. Whether I’m speaking to retailers or clients, everyone is so excited about Edinburgh Fashion Week and looking forward to getting out and discovering new hidden gems and fresh looks for spring/summer. There is guaranteed to be something for everyone.”

For the latest news, event timetables, competitions and exclusive offers during Edinburgh Fashion Week, visit www.thisisedinburgh.com/edinburghfashionweek. Share your Edinburgh fashion hidden gems on Facebook, Twitter and Instagram using #EdFashionWeek.