

# Five things you need to know today



**John Lewis Master Shopper**

**Looking for swim teachers**

**Chronicle Online**

**New Edinburgh business**

**Cindy's 50!**

The third annual John Lewis Retail Report confirms a new age of shopping which is inhabited by the confident, flexible “Master Shopper”. As well as charting the evolution in consumer habits, the report reflects how shops like John Lewis Edinburgh are leading the way in their response to the changing retail climate and becoming more accessible than ever before.

Over the past twelve months, John Lewis has invested in a number of services at the Edinburgh branch, illustrating a commitment to staying ahead of consumer trends and adapting to the needs of the “Master Shopper.”

Empowered by technology, today’s “Master Shopper” utilises omnichannel shopping – a range of different on and offline channels to source the right products and the right price. The “Master Shopper” uses up to eight different touchpoints when making a purchase, depending on what they’re buying – from researching on [johnlewis.com](http://johnlewis.com) to speaking to a Partner in the shop. Evidence of this new phenomenon can also be seen in the growth of John Lewis’s mobile revenue, up 68% over the past twelve months.

Two thirds of John Lewis customers use both physical shops and online channels and the number who bought from both channels increased by 9% over the past 12 months. The time poor “Master Shopper” regards a trip to the shops as a multi-purpose leisure experience, an opportunity to maximise their free time and enjoy a range different activities, from beauty treatments to lunch with friends.

John Lewis Edinburgh is evolving to accommodate this new attitude by investing in its services and diversifying its product offering. In the last twelve months, John Lewis Edinburgh has introduced a Bureau-de-change where customers can check an essential item off their holiday shopping list whilst in the branch. The branch has also recently introduced a range of beauty treatments available at four luxury treatment rooms such as Clarins and Murad.

Barry Blamire, head of branch, John Lewis Edinburgh, said: “At John Lewis Edinburgh, we’re confident that we understand and anticipate the modern shopper’s needs. The John Lewis Retail Report gives us valuable insight into the way people in Edinburgh and across the UK shop and lets us know that we are leading the way by expanding our product range and services.

“We know that shoppers in Edinburgh still value the John Lewis product offering and our Partners’ expertise in shops, particularly when it comes to utilising in-branch services and facilities. The addition of our Bureau-de-change, and beauty brands and treatments shows that we are committed to bringing new and inspiring offerings to the people of Edinburgh.”

Andy Street, managing director, John Lewis, said: “2015 will become known as the year the “Master Shopper” came of age. Shoppers are now more enabled and more in control than ever. It’s an exciting time in retail history with John Lewis well-positioned to lead the revolution in providing the services the “Master Shopper” needs.”

For more information please visit [www.johnlewis.com](http://www.johnlewis.com)




Have a passion for swimming? Looking for a new career and want to impart your love for swimming to others?

The Aquatics and Learn to Swim teams at Edinburgh Leisure are holding a free Swim Teacher Open Evening at Portobello Swim Centre on Thursday, 5 November from 5.30pm to 8.00pm for those who would like to find out more about the courses on offer and the opportunities working for Scottish Swimming's Service Provider of the Year 2014.

Jen Murray, Manager at Edinburgh Leisure's Portobello Swim Centre said: "There's something magical about a good swim teacher. A person who can take ordinary men, women, children and people with special needs . . . and transform them into swimmers. At Edinburgh Leisure, we're always on the lookout for more of these very important people; swim teachers who are passionate about their cause and who view swimming as an essential life skill."

To book a place, contact reception at Portobello Swim Centre on 0131 669 6888. [www.edinburghleisure.co.uk](http://www.edinburghleisure.co.uk)



 Have you read the new online news website for East Edinburgh?

It is over here and there is still time for you to get involved in the free workshops which are running at The White House on Niddrie Mains Road. (there are two on today from 10am – come along you will be very welcome)

[Read more here!](#)



The young Edinburgh-based company, Snow Paw, launched its flagship Harris Tweed Collection of footwear and accessories last night at the Virgin Money Lounge in St Andrew Square.

Proud to be bringing the product range – part sheepskin and part Harris Tweed – to market, company co-owner, Pei Ferguson said: “We are very excited about our new creation. Not only is it hardwearing, it is also very stylish and truly individual. The contrasting textiles of Harris Tweed and sheepskin work perfectly on both our boots and slippers.

“And I am delighted to be working with Harris Tweed Hebrides and the Carloway Mill on this project. Our quest for the right textile to marry with our sheepskin footwear took us to the beautiful Outer Hebrides. I was truly inspired. I felt that the beauty of the islands, the rich culture and heritage was woven directly into this magnificent textile. And – from a more practical perspective – it is 100% wool, hardwearing and warm; perfect for our range.

“The entire collection is hand cut by professional tailors and finished with precision to ensure that we do justice to the fabric, and provide our customers with an exceptional product that is practical, warm, and very stylish.

“Although the range has been kept largely under wraps until the formal launch tonight, we are encouraged by the enthusiasm that customers have already expressed in sourcing the footwear for retail.

“While immediate sales will be via our own website, a list of stockists will be available very soon.”



Chimpanzee Cindy celebrated her 50<sup>th</sup> birthday at the Budongo Trail yesterday. The event comes just a few weeks after RZSS celebrated the 10<sup>th</sup> anniversary of its involvement in the Budongo Conservation Field Station (BCFS) in Uganda.

To mark the special occasion, keepers gave Cindy fun birthday treats of tasty coconuts and stuffed pillowcases for her to play with. They decorated the chimpanzee enclosure with a large birthday banner, made especially in her honour. Born on 15 October 1965, Cindy is the oldest chimpanzee within the group of 18 housed at the Budongo Trail at RZZS Edinburgh Zoo.

Donald Gow, Budongo Team Leader at RZSS Edinburgh Zoo, said: "As Cindy is now the oldest chimp in our collection, it is very exciting to be celebrating this major birthday with her. She is a slight, very clever chimpanzee and is recognisable due to her very spikey hair!"

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