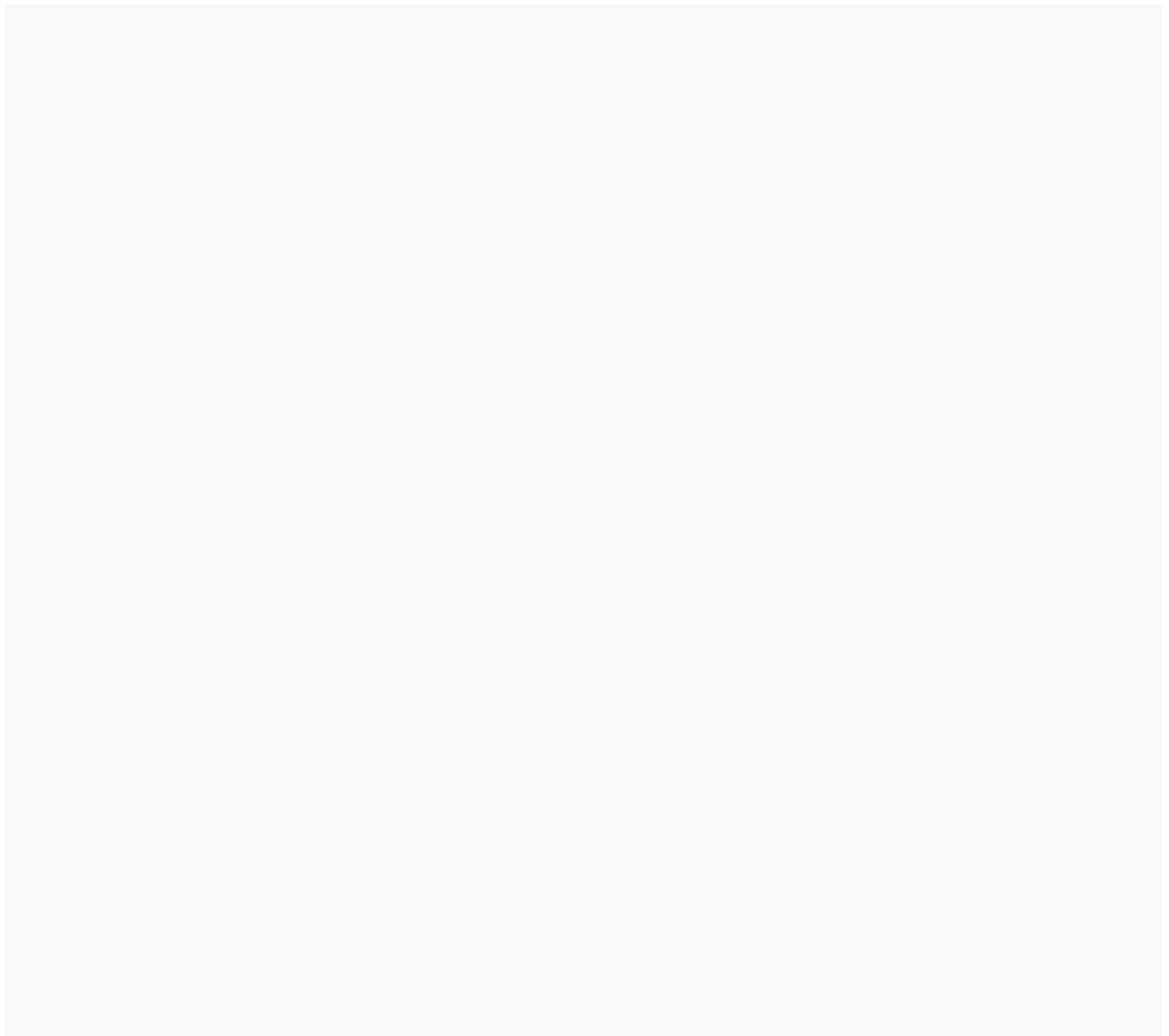


# Jaeger opening a new store on George Street

British premium clothing brand Jaeger opened its new store in Edinburgh last month. The relocated store will be situated on the corner of George Street and Hanover Street, a coveted location in Edinburgh's shopping district.



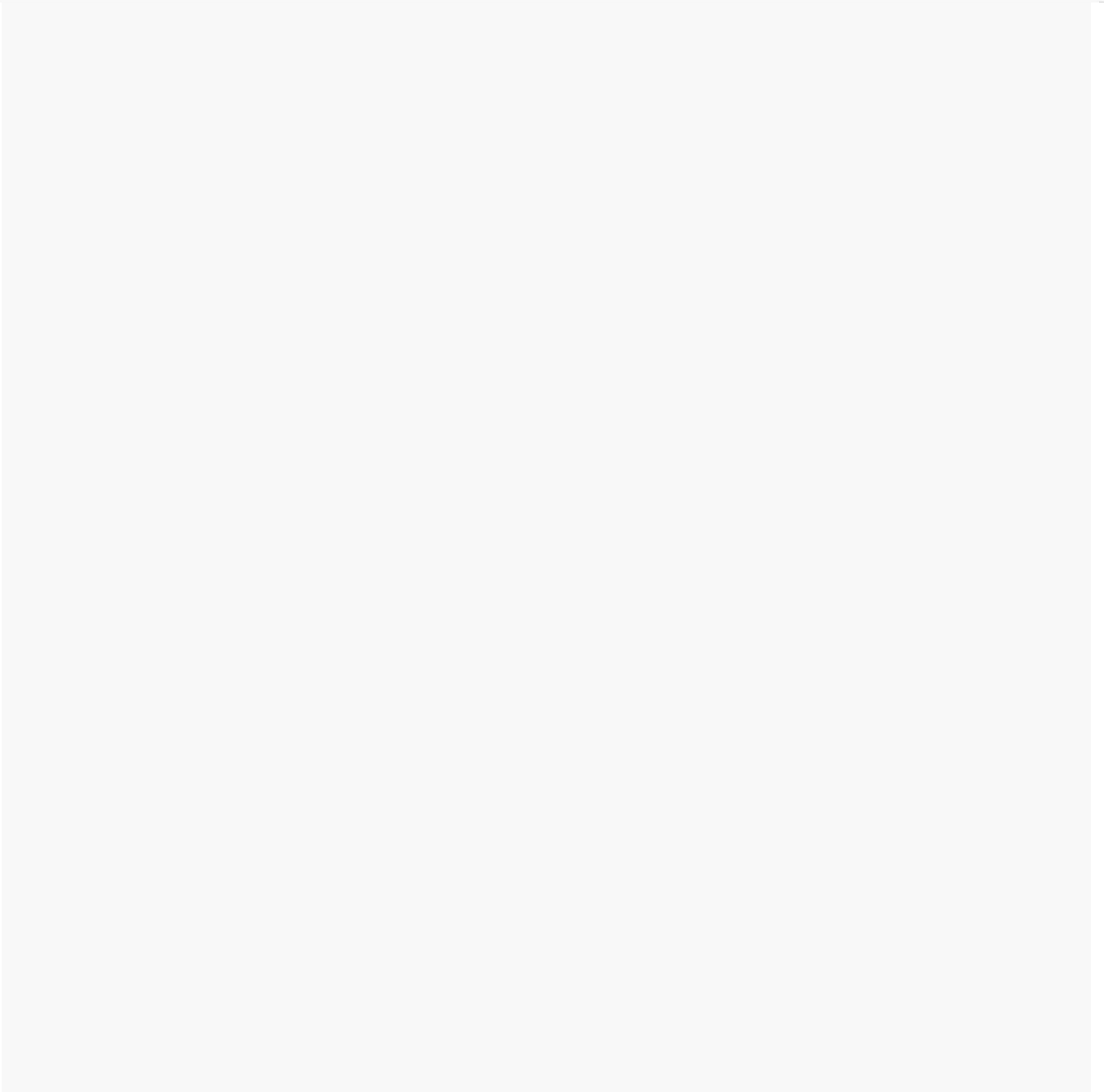
We made it! Introducing our beautiful and brand new #JaegerEdinburgh store. Located at 35 #GeorgeStreet, visit us today or tomorrow for sweet treats, champagne, exclusive offers, competitions and more... #Edinburgh

*A photo posted by Jaeger (@jaegerofficial) on Nov 19, 2015 at 3:19am PST*

The 4,000 square foot store is split over two levels and offers both men's and womenswear collections. The store embraces the new interior design direction that Jaeger first showcased at its Chelsea store in London, followed then in Belfast. This store design reflects the position Jaeger holds as one of Britain's best loved, premium heritage brands.

The interior uses natural materials such as walnut and oak paired with bronze fittings and woven wall finishes creating a luxurious yet contemporary aesthetic. This neutral palette perfectly compliments the clothing collection in both colour and attitude, echoing the Jaeger philosophy of using natural processes and noble fibres.





We're burning off those champagne calories with a quick run around the #JaegerEdinburgh Boutique... #JaegerStyle

*A video posted by Jaeger (@jaegerofficial) on Nov 19, 2015 at 6:20am PST*

This season [Jaeger](#) has partnered with iconic British photographer David Bailey to create a selection of beautiful campaign imagery. Inspired by his love of portraiture, the black and white shots of model Elisa Sednaoui effortlessly showcase key pieces from the AW15 range produced by Jaeger Creative Director, Sheila McKain-Waid.

With this stunning campaign imagery adorning the interior walls, the new store features luxurious coats, event dressing and knitwear as well as beautifully made accessories and leather goods.

The Jaeger store is set to be the go to destination for premium clothing.