


Local gift boutique wins Shop of the Month

 Local independent gift boutique, Pippin, is announced as 'October Shop of the Month' for leading British childrenswear brand, Frugi.

Pippin, who specialise in gifts from British designers, used inspiration from their own childhoods and favourite books to bring to life Frugi's Autumn Winter theme "The Magic of Stories".

Their window display celebrates the magic that happens when you let your imagination carry you away, featuring balloons from Winnie the Pooh, framed book prints and the rooftops of Edinburgh.

The highlight of the display are the magic flying keys from Harry Potter which have been brought to life.

Owner, Erica Stahl said : "I'm so excited that Pippin has been chosen as Shop of the Month! The shop will be five years old on 21 October and we've stocked Frugi since day one, so it's really rewarding to have gained this recognition just in time for our birthday – looks like we've got a lot to celebrate this month!"

Pippin stock a wide range of products including jewellery, stationery, home accessories, toys, babywear and skincare. Erica searches high and low to find the most beautiful original products from independent designers and companies across the UK to ensure they offer unique, high quality gifts for locals and tourists alike.

Frugi is a leading organic and ethical children swear brand based in Cornwall. Caroline Flood, Commercial Director said : "With over 500 stockists across the globe, competition to be our Shop of the Month is quite large. Pippin is an extremely

beautiful shop. They have an eye for creating a magical atmosphere in store and this has really helped them win. We are very proud to have them represent our brand.”

Pippin can be found in the bustling West End of the city beside Haymarket station and are open Monday- Saturday.

Pippin, 30 Haymarket Terrace, Edinburgh EH12 5JZ,
Tel: 0131 347 8657

Opening times: Mon-Fri 10.30-6, 11-5 Saturday

Further information www.pippingifts.com