

# **Poundland opens in Princes Street tomorrow morning**

**A new name for Princes Street, Poundland will open its new store on Saturday 16 November 2019 at 9.00am.**

The store at 120A Princes Street will not only bring jobs and investment, it will be the first in the country to open with Poundland's expanded range of products at simple prices.

The addition of what is a cut price shop on Edinburgh's flagship shopping street has been criticised in various quarters. What do you think? Poundland used to have a shop in the St James Centre which of course had to close when the centre was demolished to make way for Edinburgh St James.

The new ranges which will be on sale – with items selling from 50p to £5.00 – are geared to allow Poundland to deliver even more choice and value to customers.

Poundland says that its investment in the new store on Princes Street is a vote of confidence in Scotland's historic shopping destination where the business will employ 30 people. Seven million shoppers a week visit its stores across the UK.

Austin Cooke, Poundland's retail director, said: "We want commentators to come and see for themselves the positive impact we have on high streets.

"We're breathing new life into Princes Street and our experience as an anchor store in other cities across the country shows that we will be a magnet for shoppers.

"The response from Edinburgh customers since we announced the opening has been fantastic. They can't wait to get their hands

on the amazing value we bring and we look forward to welcoming them through our doors.

“The opening is particularly exciting as it marks another major step in our transformation from a single price retailer to a simple price retailer. It means we can stock a wider range of groceries, household and health and beauty products that people use every day.”

Around three quarters of the items in store will still be at Poundland’s core £1 price point.

The new pricing structure allows Poundland to stock a wider range of products including:

- Gingerbread/Orange Matchmakers for 75p
- L’Oréal Elvive Fibrology shampoo for £2
- Walkers Crisps Classic 24 packs for £3
- Fairy Non-Bio Cold Wash for £4

