

# Edinburgh Napier students launch their products at Design Exchange on George Street

## Edinburgh Napier students launch products at Scottish Design Exchange

Products will be on sale at George Street store in the run up to Christmas.

Design students from Edinburgh Napier University will have their products on sale to the public in the weeks leading up to Christmas thanks to a link-up with a social enterprise that champions local creative talent.

The Scottish Design Exchange – which has two stores in Edinburgh and Glasgow – has offered the students the chance to create and sell their own designs – commission free – at its George Street store in the Scottish capital.

The organisation sells exquisitely designed products by artists living in Scotland. Every penny spent by its customers goes directly to those who create. This festive period, its Edinburgh store will welcome works from a number of Edinburgh Napier students.

Two students' products are already available in the outlet – third year product design student Melissa Halliday's range of unique totes bags and face masks printed from original acrylic prints and second year product design student Sara Kloszinska's original illustrations inspired by nature.



Fourth year graphic design student Yusra Quereshi. They will soon be followed by work from three fourth year graphic design students – Rory Bain, Dan Brady and Yusra Quereshi.

This link-up is the latest development in the partnership between the University and the Scottish Design Exchange.

After first coming together during the Edinburgh Napier Creative City Challenge in 2017, the product sale has been led by Scottish Design Exchange's Lynzi Leroy, with the University's Design Society visiting the George St store, and working with Leith-based Bare Branding, as part of the research and product design phases of the project.

Lynzi Leroy of Scottish Design Exchange said: "I am delighted to be working on this project with Edinburgh Napier to help the product design and graphic design students gain experience in selling their products in a retail environment. It is a vital that part of their learning includes how to price their products and get customer feedback. Working with the Scottish Design Exchange team, we will help them do just that. There is no better learning process than selling or not selling a product. This teaches you how to adapt and change your design or pricing if required, before taking it to a wider market."

Claire Bee, employer engagement partner at Edinburgh Napier, said: "Edinburgh Napier is delighted to be working in partnership with Scottish Design Exchange to showcase the creativity and talent of our students.

"The generosity of Scottish Design Exchange has given our students the unique opportunity to showcase their creativity, develop entrepreneurial skills, sell their products, and put their learning into practice."

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Melissa's tote bags and masks that are on sale within Scottish Design Exchange.





Rory Bain and Melissa Halliday.