

# Moss to launch rebranded new store in Edinburgh's St James Quarter

**The 172-year-old menswear brand has dropped the 'Bros' as it re-enters the Scottish market.**

A new Moss store is set to open in the shopping galleria, St James Quarter on March 7th. The 2,372 sq foot, Scottish flagship space is the latest addition in the brand's retail expansion plan which seeks to combine modern design with timeless elegance.

Moss has decades of tailoring know-how and a history of innovating to meet the changing needs of the menswear customer. In line with its new direction, everything is stripped back to show off the product in a simplified way. The brand recently had a name change – dropping 'Bros' from its moniker of old to just Moss. The move reflects the modern, more diverse, digital, omni-channel retailer, Moss is today without losing its heritage. A business that now provides a much broader offer than Hire and formalwear alone.

***"This store is a celebration of everything Moss stands for today; modern, diverse and accessible," said Brian Brick, CEO. "We are excited to reintroduce the brand to the discerning shoppers of Edinburgh, a city rich with culture and heritage, offering them a space to explore our product and experience our expertise first-hand. We've leaned into our 172 years of expertise to land our most modern tailoring offer yet, alongside a range of premium casual styles to form a really considered collection. We're not just a suit brand that sells***

***some casualwear, or vice versa, Moss has transformed into a competitive menswear destination for both occasions and daily wardrobes."***

Central to the store launch is the new SS24 Collection. Softened tailoring and relaxed profiles match the energy of laid-back summer living. Trousers are pleated for unstudied comfort, whilst open knits and slouchy fits lead the way to savour the season's more leisurely pace. All new seasonal style solutions are covered to meet a growing demand for suiting, be it workwear, weddings, races, proms, or black-tie events.

The SS24 Wedding Collection has been curated in light fabrics and airy fits. Double-breasted suits deftly tailored in copper-toned boucle and powdery blue cord for a memorable turn down the aisle. The Hire collection matches the easy-going elegance of ready-to-wear, in new seasonal styles and sun-washed shades. Whether it's a singular hire or all-in package, the retailer's service and styling offer has something to suit every big day.

Moss has employed an expert team of local in-store stylists and knowledgeable staff to help new customers discover and enhance their unique style. It will also house the 'Custom Made' tailoring service, allowing customers to create a bespoke suit tailored exclusively to them.

In 2023, the brand opened 10 stores under Moss branding, including the Manchester Flagship. The Scottish Flagship takes the total to 109 stores in the UK.

The Edinburgh store is located at Unit SU107, Level 1, St James Quarter, St James Crescent, Edinburgh, EH1 3AD.



Moss launches rebranded new Scottish flagship store in St James Quarter on March 7