

City legal firm rebrands for International Women's Day

Edinburgh-based legal firm Watermans is rebranding to Waterwomans to celebrate International Women's Day (IWD) today.

With additional branches in Glasgow and Dundee, the solicitor and estate agents hopes to help raise awareness of gender inequality by changing its name from midnight.

The new name will feature for 24 hours across the company's website, with logos, social media and radio advertising all reflecting the change on a day that marks a call to action for accelerating gender parity.

Managing director Scott Whyte (pictured) said: "The world is coming together to celebrate the achievements of women whilst also raising awareness of gender inequality.

"At Watermans, we recognise the progress that has been made towards equality for women in the past, but also the significant level of inequality that women still face in every aspect of life. It is appalling that, as a society, we are still so far short of an equal standing.

"While changing our name to Waterwomans is for one day, our commitment to change extends to working every day for a more inclusive space for women."

IWD is based on community, connection and collaborative action and since its commencement in 1911, the day has fostered a

strong sense of solidarity across the world.

The theme of this year's campaign is "Inspire Inclusion", which highlights the importance of celebrating and promoting diversity in leadership and decision-making positions. By inspiring inclusion, environments where women have an equal opportunity to contribute and prosper are championed and a further move towards gender parity is made.

"Whilst it is of course important to recognise International Women's Day, it shouldn't be a case of acting differently on a specific day as that will never achieve equality," added Mr Whyte. "This can only be accomplished by applying this to the thoughts, decisions and actions each of us make every day.

"Marking International Women's Day 2024 allows a collective conversation to continue around the inclusion of women. Celebrating the day itself can act as a reminder to everyone to continue breaking down barriers in a commitment to equity and diversity for women in all walks of life."



Scott Whyte