

# UNIQLO opens on Princes Street on Thursday

The department store on Princes Street which used to be British Home Stores for so many years will now be home to Japanese clothes retailer UNIQLO – which will go some way to plugging the shopping gap on the street.

This is a major development for UNIQLO who consider Edinburgh a flagship store opening hot on the heels of One Oxford Street in London.

I was shown round on Tuesday – ahead of the eager members of the public who were trying quite hard to push past me at the front door – but so far it has only been press allowed into the two level 1,400 square feet store for an advance look. After a VIP party on Wednesday evening, the doors open to customers on Thursday morning at 9am and it is certain to be busy with shoppers.

There are plenty of bargains to be had by locals with some of their items for sale at special introductory prices.

The first 100 customers through the door will receive a goody bag while UNIQLO app customers will be in with the chance of winning a trip to Tokyo, by scanning the app with any purchase during opening weekend to be entered into the draw. There will be limited price promotions exclusive to the Princes Street store on items such as Ultra Light Down, Extra Fine Merino

sweaters, pleated wide pants and selected innerwear for both men and women.

Fans are invited to share their excitement across social channels using #UniqloEdinburgh, when they spot the activity including the UNIQL0 branded Edinburgh tram.

To make it easier for shoppers the store has self service cash points where you put your purchases into a large “bin” and it works out what you have bought (anyone who has been to Decathlon will be familiar with the process).

This is a shop where quality matters and prices are not rock bottom, but quite reasonable. Their main range is LifeWear for all ages – staple items around which you can create your own look. The store promotes this range as the “building blocks of an individual’s style” and say the clothes reflect the Japanese values of simplicity, quality and longevity.

But the major find on my visit was that UNIQL0 will alter trousers for you on the premises – and the store offers personalised embroidery on any of their items (with a couple of exceptions like caps etc) whether they are old or new. So buy a pair of jeans and have a map of Scotland embroidered on the leg to personalise them. The charges for embroidery vary depending on complexity but prices do not exceed £20 per item, and it is done on the spot on a large computerised machine with up to six colours.

Another great find is the wall of seats which are just behind the embroidery station – all positioned looking out to what is a spectacular view of Princes Street, the gardens and galleries and the Castle beyond. I am sure these will not remain empty at any time of the day.

The focus is very much on local partnerships and they have teamed up with Golden Hare Books from St Stephen Street to offer a library area where there are books to read about Japanese heritage. The store’s café Katsue100 is only the

second one after the Covent Garden store introduced the concept, and proceeds will help local charity Social Bite. (All the staff have had the opportunity to volunteer with Social Bite to find out more about the work they do). Clothing will be donated to the Social Bite Village.

Photographs on the walls have involved locals wearing UNIQLO products – people like Aisha who works at Leith Theatre (see below) and Darcie Maher of Lannan Bakery in Stockbridge.

<https://twitter.com/LeithTheatre/status/1782420570472124505>  
The store has partnered with Tom Fraser of the Chippendale School of Furniture and local artist Arran Rahimian. Tom's hand-crafted benches will sit across the store's interior, while Arran's bespoke artworks will be found in the fitting rooms and adorned upon exclusive goody bags that will be distributed during the launch day festivities.

Flower arrangements by PYRUS dresses each of the flat areas and all are inspired by the landscape in Edinburgh – featuring many yellow flowers right now just as Arthur's Seat is adorned with gorse.

Alessandro Dudech, Chief Operating Officer at UNIQLO UK said: "We are delighted to bring UNIQLO to the thriving city of Edinburgh. Our brand is dedicated to providing innovative and high-quality clothing that caters to the needs and preferences of diverse lifestyles. With our presence in Edinburgh, we aim to become an integral part of the local community, offering a unique shopping experience that blends style, comfort and affordability."

<https://www.uniqlo.com/uk/en/content/edinburgh.html>







# UNIQLO X IRN-BRU EMBROIDERY COLLECTION

TO CELEBRATE OUR UNIQLO PRINCES STREET STORE OPENING WE'RE  
EXCITED TO COLLABORATE WITH IRN-BRU TO OFFER A LIMITED  
EDITION RANGE OF EMBROIDERED DESIGN FOR SCOTLAND'S  
OTHER NATIONAL DRINK.

OUR UNIQLO X IRN-BRU EMBROIDERY  
COLLECTION IS AVAILABLE EXCLUSIVELY  
IN THIS STORE UNTIL THE END OF MAY 2016.



24.90

A white price tag with a QR code and small text.





