

The Seam visits St James Quarter this week

St James Quarter has partnered with The Seam, to add yet another unique service to offer something new for shoppers.

There is to be a special two-day pop-up event powered by The Seam, the UK's leading platform for clothing alterations and repairs, offering guests the chance to make new clothes fit perfectly.

On Thursday 26 and Friday 27 September, shoppers at St James Quarter will have the opportunity to meet one of The Seam's makers from 10am to 6pm, offering complimentary adjustments to garments bought from the Galleria on those days.

For two days only, guests who purchase items from Cos, &Other Stories, Superdry, Tommy Hilfiger, Zara, Mango, Hollister, and Stradivarius and register via the St James Quarter app, will have access to free alterations, including length, waist, sleeve, strap, and shoulder adjustments, expertly handled by a skilled maker from The Seam.

After the event, The Seam will remain an integral part of the Quarter's services. Shoppers will be able to drop off items at Guest Services for a convenient weekly 'pick-up and drop-off' service, ensuring they can access expert repairs and alterations on an ongoing basis.

The partnership underscores St James Quarter's commitment to providing not only a diverse retail experience, but also sustainable fashion services that help extend the life of your

wardrobe.

Susan Hewlett, Brand and Marketing Director at St James Quarter, said: “As more shoppers look for ways to extend the life of their clothes and make more responsible fashion choices, we’re proud to support this movement by offering practical, high-quality alterations right here at St James Quarter.

“The Seam’s pop-up offers a great opportunity for our guests to enhance their purchases, and we’re excited to continue this innovative and sustainable service beyond the event.”

The Seam aims to make wardrobe aftercare and alterations easily accessible, by connecting users with trusted, specialist tailors, menders, cobblers and more, offering a circular solution to the global landfill crisis.

To celebrate the launch, St James Quarter is giving customers the chance to win free alterations for their garments. Shoppers can enter through the St James Quarter app for the opportunity to claim this exclusive offer.

