

Edinburgh STYLE takes place next weekend

Edinburgh STYLE 2025 is back from 28 to 30 March featuring a line-up of talks, fashion shows, and beauty masterclasses.

Everything takes place on Mother's Day weekend and the event is billed as bigger than ever before.

Weekend tickets offer the chance to dip in and out of the events including talks from some of the UK's fashion experts.

Plum Sykes who is former American and UK Vogue contributing editor as well as being a novelist, will share some of her industry knowledge.

Navaz Batiwalla (Disneyrollergirl) will discuss the way style has influenced her career from fashion editor to international blogger. CEO of Harris Tweed, Margaret Ann, will provide a unique insight into the Brand's recent Dior partnership, and share how Harris Tweed Hebrides takes a design-led approach to collaboration and partnership. Timorous Beasties, Pam Hogg and more are also confirmed to share their stylish secrets during the weekend.

Susan Hewlett, Brand and Marketing Director at St James Quarter, said: "Edinburgh STYLE has been a key event for St James Quarter for the past four years, continuing to evolve with additional experiences and new collaborators. We are delighted to be joined by a new line-up of partners in 2025, who will add exciting new elements, as well as having our friends from Grazia return for a third year.

“From the ultimate fashion weekend at the W Edinburgh, to amazing shopping experiences around the Quarter, through Multrees Walk and down George Street; along with fashion talks, beauty masterclasses, runway glamour and more, – what a way to welcome spring and spoil mum! STYLE is always around the Quarter.”

The food hall at St James Quarter, Bonnie & Wild, is also taking part in the Edinburgh STYLE weekend with a chance for would-be models to “get spotted”.

There will be a series of glamorous events with Scotland’s modelling agency Colours hosting special scouting days in Edinburgh and also in Glasgow. Talent spotters will be looking out for potential new models – who might get the chance to take to the catwalk in the runway show hosted by Grazia on 29 March.

Colours Agency will be at Bonnie & Wild on 28 and 29 March when potential models can meet the talent scouts and find out more about becoming a model, with potential to secure contracts with the agency.

Fashion designer Siobhan Mackenzie is hosting a VIP champagne brunch on 30 March and she will be in conversation with former Miss Scotland, Jennifer Reoch, who now works as a radio presenter. Anyone attending will be able to see an exhibition of Siobhan’s designs and ask Ms Mackenzie questions about her career in fashion. She began sketching outfits as a teenager and now dresses the stars including Justin Bieber, Shania Twain and Alan Cumming.

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