

2nd June 2020

STAYING POSITIVE: JOHNSTONS OF ELGIN DESIGNS RAINBOW SCARF TO SUPPORT NHS







Luxury Scottish cashmere manufacturer, Johnstons of Elgin, has designed a limited-edition Rainbow Scarf to support the NHS, its employees, volunteers and patients across the UK.

The vibrant spectrum of the rainbow has become a symbol of hope for many during these challenging times and a recognised mark of appreciation for healthcare workers.

Just 120 limited edition Rainbow Scarves will be released and for each one sold, Johnstons of Elgin will donate £100 to NHS Charities Together.

Based on the brand's iconic ombre design, the ultra-soft Cashmere scarf has been created using innovative Jacquard technology, a technique exclusive to Johnstons of Elgin in Europe, which allows for a flawless blend of graduating colours and a smooth, tonal effect.

Alan Scott, Creative Director, Johnstons of Elgin, comments: "We felt it was important, now more than ever, to continue to support the UK's response to the coronavirus. The Rainbow Scarf's bright and colourful design is timeless, meaning those who wear it will always support a great cause whilst adding a splash of colour to their wardrobe.

"Thousands of shades were tested to find the perfect, fresh hues to inspire positivity and our team of designers have created a beautiful product that will inspire optimism for all who wear it. We say it is like a hug in colour, and whether you'd like to brighten a friend's day, or perhaps gift yourself, our Cashmere Rainbow Scarf can help to put a spring in your step, while supporting a great cause."

Established in 1797 Johnstons of Elgin is one of the last remaining vertical mills in the UK still carrying out all the processes from raw cashmere and fine woollen fibres right through to the finished product. Last month, the company started producing small batches of scrubs at its mill in Elgin for the local hospital and primary care centres while they awaited NHS supplies.

The firm's online store www.johnstonsofelgin.com continues to supply customers as usual while stores remain closed.

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Issued on behalf of Johnston's of Elgin. For more information please contact Sarah or Eilidh at BIG Partnership.

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About Johnstons of Elgin

In the two centuries following its establishment in 1797, Johnston's of Elgin has been owned by just two families – the Johnston's and the Harrisons. It is one of the last few remaining vertical mills in the UK that still process the raw cashmere and fine woollen fibres right through to the finished product.

More: www.johnstonsofelgin.com