



SINCE 1797
Johnstons
of Elgin



PRESS RELEASE

An Exciting Addition To Bond Street

On Monday 7th December, luxury Scottish cashmere manufacturer Johnstons of Elgin proudly announced the opening of their first flagship store on New Bond Street, in the heart of Mayfair, London's prestigious luxury retail street. Set over 5 levels, the circa 230 square metre store houses retail space on the ground and basement levels with dedicated wholesale & showroom areas on the upper levels.

In the two centuries following its establishment in 1797, Johnstons of Elgin has been owned by just two families – the Johnstons and the Harrisons. It is one of the few 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. Johnstons of Elgin strives for excellence in design and innovative techniques with a strong focus on Scottish heritage and craftsmanship, employing just under 1000 people, including highly skilled textile craftsmen and women.

In order to bring this exciting venture to life, Johnstons of Elgin have teamed up with award winning design consultancy, Checkland Kindleysides, who are both innovators and specialists in the art of brand storytelling. The flagship store has been designed with Johnstons of Elgin's core values and family heritage at its heart. In keeping with their Scottish roots, the interior design of the store pays homage to Johnstons of Elgin's luxurious textiles and fine craftsmanship.

George McNeil, M.D Retail said "We are thrilled to be celebrating the opening of our first flagship store. The store brings the brand to life in a new and exciting way which Checkland Kindleysides have executed extremely well. We engaged with Checkland Kindleysides as we felt, from their experience, they were best suited to convey our manufacturing story in Elgin and Hawick to a retail customer experience in London. We look forward to welcoming our customers to New Bond Street."

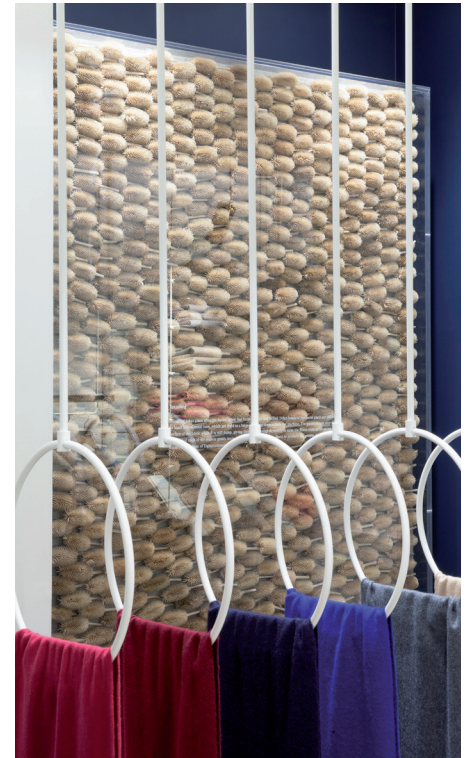
The most iconic feature in the new store is the herringbone-patterned runner, which has been specially designed and woven in Elgin and runs the full twelve metre length of the store, as if it has come straight off the loom, providing a central stage for the display of the accessories line. The runner then flows through to the front of the store draping down through an aperture in the floor by the high front windows. This design feature allows customers a clear view into the basement and an invitation to discover more downstairs.

The store design concept reflects the mills in Elgin and Hawick with threads hanging down from the perimeter like the warp threads on the loom, to create merchandising fixtures. A folding table with an inlaid brass tape-measure doubles up as an inspection table with a magnifying lamp allowing customers to examine the quality and knit of the garments, just as is done at the mill.

Throughout the store artefacts and images take you on a journey through the manufacturing heritage of Johnstons of Elgin. From photos of the mill to cones of cashmere, and explanations of the handmade and machine processes from dyeing to blending, carding to spinning and weaving.



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TIMELESS QUALITY THAT ENDURES

London has had to wait patiently for 218 years for the iconic Scottish brand to launch its outstanding wares, south of the border. The London store is Johnstons of Elgin's fifth 'stand-alone store'. Other locations are: Elgin, Hawick, St Andrews in Scotland and Nantucket in the American state of Massachusetts.

The new store showcases the AW15 Womenswear and Menswear collections and the Home Interiors line. In addition to easy-wear essentials, the flagship store also features timeless investment pieces.

New Store Address:
77 New Bond Street
London
W1S 1RY

Johnstonscashmere.com | [@johnstons_elgin](https://www.instagram.com/johnstons_elgin)

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