



JOHNSTONS OF ELGIN LAUNCH FIRST FLAGSHIP STORE



AN EXCITING ADDITION TO BOND STREET

Luxury Scottish cashmere manufacturer **Johnstons of Elgin** are proud to announce the December 2015 opening of their first London flagship store on New Bond Street, in the heart of Mayfair, London's prestigious luxury retail street. Set over five levels, the circa 230 square metre store will house retail space on the ground and basement levels with a dedicated Wholesale & Showroom area on the upper levels.

Simon Cotton, CEO said "Johnstons of Elgin has been one of the luxury world's best kept secrets. Determined customers have had to travel hundreds or even thousands of miles to see our full collections at our two mills in Scotland. I am delighted that we are finally able to present to London a full selection of some of the beautiful product which our craftsmen and women have been perfecting for the last 218 years."

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.

TIMELESS QUALITY THAT ENDURES

London has had to wait patiently for 218 years for the iconic Scottish brand to launch its outstanding wears, south of the border. The London store is **Johnstons of Elgin's** fourth 'stand-alone store', and is the first to be unveiled outside Scotland. Other locations are: Hawick, Elgin and St Andrews.

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 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. **Johnstons of Elgin's** mills in Elgin and Hawick employ 900 people, including highly skilled textile craftsmen and women.

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

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

Johnstonscashmere.com | @Johnstons_elgin

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For further information, imagery or interview opportunities please contact:

TASK PR

Kate Williamson

E: Kate@taskpr.com T: 020 7636 1399

Sarajane Meech

E: Sarajane@taskpr.com T: 020 7636 1399