

EDINBURGHSHOPPER

Press release

Wednesday 18th March, 2009

CAPITAL RETAILERS CLICK TOGETHER

The Open For Business Group has teamed up with retailers in Leith, the West End and the City Centre to launch Edinburgh's first online interactive shopping guide, www.edinburghshopper.com.

The site is a completely free resource for all businesses within the tram construction zone and whether it's discovering that 'must-have' fashionable item, finding a new bed, seeking out an organic food store or unearthing that perfect gift for someone special, edinburghshopper.com is now the place to find it.

Visitors logging onto the site will be able to browse its ready-made listings, or create their own tailor-made shopping itinerary. Each retailer has its own page, complete with the lowdown on the store, including handy stuff like opening times and contact details.

With everything they need to know at their fingertips and the chance to create their very own 'shopping maps', shoppers can plan their trip before they set out to make sure they don't miss a thing. Whether it's the latest in fashion, homeware, gifts or even suggestions for dining and going out, EdinburghShopper.com will be on hand to point shoppers in the right direction.

The site will also feature up-to-date transport and parking information too, which will make it even easier for shoppers to plan their journey in advance.

Edinburgh model and former Miss Scotland Lois Weatherup took advantage of a sneak preview of the website to treat her mum, Lesley-Ann to a new outfit ahead of Mother's Day.

Lois says: "Everyone talks about Glasgow for shopping, but Edinburgh is more than a match. We have all the shops you'd expect, but on top of that we have a host of shops you won't find anywhere else in Scotland, like Jenners and Harvey Nichols. There are so many independent shops too, which means you can always find something special or unique and you know you'll be the only one wearing it. Edinburghshopper.com is ideal for discovering all of these hidden gems!"

“One of the other main advantages Edinburgh has for shoppers is that it is so compact – from the city centre, it’s only a few minutes stroll to the trendy boutiques in the West End or the quirky, individual shops in Leith.”

Graham Birse, chairman of the Open For Business group and deputy chief executive of Edinburgh Chamber of Commerce adds: *“Edinburghshopper.com is an excellent resource for both locals and visitors to the capital. The site is a comprehensive guide showing what Edinburgh has to offer across its diverse and vibrant shopping areas, and I’m confident that it will become a popular fixture in people’s ‘internet favourites’ lists.*

The Open For Business Campaign was set up to promote businesses and retailers in Edinburgh during tram construction time. The campaign aims to keep Edinburgh’s retail community thriving by driving footfall into stores and businesses through a series of marketing and PR initiatives. The campaign takes a partnership approach with retailers across the city ensuring that they are consulted on all plans and schedules. The OFB group is funded by TfL and CEC, chaired by the Edinburgh Chamber of Commerce and also includes representatives from Lothian Buses, Essential Edinburgh, the Retail Forum and the FSB.

Council Leader Jenny Dawe, said: *"This website is a very exciting development and demonstrates how well the Open for Business partners work together. This will help to propel Edinburgh’s rich and varied retail environment into the 21st century, improving awareness of the quality products to be found and providing shoppers with information to make their visit an enjoyable experience. I would expect the on-line directory to be a great asset for individual shoppers and it will almost certainly tempt people into shops they may never have visited before."*

For a chance to win the complete outfits worn by Lois and her mum in the sizes of your choice, and have them delivered by Mother’s Day, log on to www.edinburghshopper.com and register before 5pm on Friday 20th March.

More businesses are being added to the website every day. Those who have not yet signed up can do so by heading to the ‘Get In Touch’ section where they can find out how they can be featured for free.

For more information on www.edinburghshopper.com and Open For Business please contact:

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Notes to Editors:

This site is a completely free resource for all businesses situated within the tram construction zone.

Visitors to www.edinburghshopper.com will be able to:

- Browse ready-made listings, or search the site to find exactly what they are looking for, creating their own tailor-made shopping itinerary.
- Find out information about the stores. Each retailer has its own page, complete with the lowdown on the store, and handy stuff like opening times and contact details. There's also a map to help pinpoint the location, which also makes it perfect for discovering hidden treats and well-kept secrets.
- Get the latest news on new product ranges/lines, events, special offers and any last-minute bargains to be had.
- Take part in exclusive competitions, and take advantage of discounts specific to the site
- Get recommendations from celebrities, local personalities and Edinburgh residents on the best places to shop
- Find suggestions on the best places to dine out around the city, whether it's a bite to eat at lunch, or dinner with friends.