



FORTH PORTS PLC

Press
Release

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CREW CLOTHING OPENS FIRST SCOTTISH FLAGSHIP STORE AT OCEAN TERMINAL

Crew Clothing Co., the quintessentially English brand for people who enjoy an active and outdoor lifestyle is delighted to announce its first stand alone store in Scotland in Edinburgh's Ocean Terminal.

Crew's first Scottish outlet has opened its doors for business and is situated on the first floor of the popular Waterfront shopping centre - opposite White Stuff and adjacent to Fat Face.

Today Crew Clothing Co. is considered as one of the pre-eminent British casual brands, presenting a signature style that is both functional and timeless but with added luxury. Offering the best in casual winter essentials, the collection embraces the best in colour, style and shape, setting the standard in premium British casualwear

Today the brand is sold to over 100 wholesale outlets in the UK, through its own stores online and at a franchise in Dubai. The new Edinburgh store will open with the brand's new autumn and winter range for men and women which mixes both contemporary and vintage through its use of sumptuous fabrics and contrasting colours.

Alastair Parker-Swift, Managing Director of Crew, said, "I am pleased to be opening our first Scottish store at Ocean Terminal and look forward to welcoming our customers to the Waterfront."

Dennis Jones, Centre Manager, said, "I am delighted to welcome Crew Clothing to Ocean Terminal and am pleased Alistair has chosen the centre as the location for his first Scottish store."

ENDS.

Issued by The Big Partnership of behalf of Forth Ports PLC

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NOTES TO EDITORS

1. Ocean Terminal houses half a million sq ft of shopping and leisure on three floors, 1600 free car parking spaces, over 75 stores, bars and restaurants, and a 12 screen cinema. Just 10 minutes from the City Centre, Ocean Terminal is at the very heart of the dynamic regeneration of Edinburgh's waterfront.

In addition to many of the UK's foremost high street stores, unique boutiques and a spa, the centre also boasts a superb selection of restaurants and cafés overlooking the Firth of Forth.

Not only does Ocean Terminal play host to an ever-changing programme of events and exhibitions, but it is also home to one of the country's most popular tourist attractions, The Royal Yacht Britannia.