



SINCE 1797
Johnstons
of Elgin

21 August 2020

**JOHNSTONS OF ELGIN PARTNERS WITH NEW SHOPPING APP *BY APPOINTMENT*
TO GIVE POST-LOCKDOWN CONFIDENCE TO SHOPPERS**

Johnstons of Elgin has partnered with the new *By Appointment* app to assist their customers to shop with confidence and enjoy an enhanced shopping experience, while helping their store staff manage evolving government guidelines and keep their stores safe. Johnstons' New Bond Street store launched the app this week and will be followed by the Edinburgh store next week (Wednesday 26 August).

Created by hospitality and IT development experts Charles Smith and Adam Batten, the app is downloadable for both Apple and android devices. Once registered on the app (which is quick and easy), Johnstons of Elgin's shoppers will be able to:

- book / cancel / reschedule appointments, free of charge
- visit both the New Bond Street and Edinburgh (Multrees Walk) stores by appointment
- map out a shopping route
- utilise contactless store check-in and out using a personal QR code

George McNeil, Managing Director, Retail Division of Johnstons of Elgin, commented: "We are pleased to have this timely opportunity to partner with *By Appointment*. We are constantly looking to enhance our customers' in-store experience and this app delivers safety, confidence and an elevated shopping experience that we hope will be greatly welcomed by our customers in both Edinburgh and London."

Charles Smith, co-founder of *By Appointment*, commented: "Our app revolutionises the way retailers operate and consumers shop in the post-lockdown world. With various reassuring and engaging benefits, it will encourage shoppers back into Johnstons of Elgin's stores as we all make sense of 'the next normal'."

Two of Johnstons of Elgin's stores will launch the *By Appointment* app starting this week:

- 77 New Bond Street, London W1S 1RY on Wednesday 19th August
- 11 Multrees Walk, Edinburgh EH1 3DQ on Wednesday 26th August

-ends-

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

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BY APPOINTMENT

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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