

FASHION

## STYLE STAKES

The nominees for the Scottish Fashion Awards Retailer of the Year range from established emporiums with multiple stores to exquisite boutiques, reports **Elizabeth McMeekin**

**E**veryone loves to shop, don't they? Well, at least everyone who loves fashion likes to shop, which is presumably why the Scottish Fashion Awards Retailer of the Year category is so strong.

Sponsored by Forth Wines, this category celebrates the great and the good of current Scottish retailers – among them designer chains, famous boutiques and a few younger businesses as well.

As always, the judges will have to decide which retailer gets their vote. However, with such a varied list of nominees, don't bet on the decision being an easy one.

Cruise, arguably Scotland's most famous designer emporium, has been nominated for the retailer of the year prize. It's been an eventful few years for the Scottish-based company, which has stores in Glasgow, Edinburgh and Aberdeen among others in England. The company changed hands at the end of last year after a difficult financial period and is now headed by fashion veteran James Pow, who was previously the head of the British brand, Aquascutum.

Business wranglings aside, Cruise, which first opened in Edinburgh in 1981, remains a stalwart of the shopping scene, stocking brands such as Miu Miu, Prada and Alexander McQueen. With Pow at the helm, the company is planning to bring Cruise back to its glory days of the 1980s and 1990s, by stocking more forward-thinking designers and creating imaginative visuals in the stores.

From one famous retailer to another, fellow nominee Jane Davidson is no stranger to industry praise. This family business, which was established in the Grassmarket area of Edinburgh in 1969, is known for its tasteful selection of designer clothing and accessories. The shop is now run by Jane's daughter, Sarah Murray, and is based in Thistle Street. Jane Davidson also has a successful online business selling clothes by designers



Claire Thommen of underwear retailer Boudiche PHOTOGRAPH: JANE HEMDEN

such as Jenny Packham and Herve Leger.

Just across the road, on the other side of Thistle Street, shoe boutique Pam Jenkins has also been nominated.

This boutique is renowned for its unrivalled selection of Christian Louboutin shoes and is where some of Edinburgh's most stylish ladies get their party footwear.

From footwear to underwear, this next nominee has been one of Scotland's biggest retail success stories in the past few years. Boudiche, which has stores in Glasgow and Edinburgh, opened in 2005 and has gone from strength to strength. The shop sells some of the hottest underwear labels as well as up-and-coming Scottish designers such as Accessory Designer of the Year nominees Bebaroque and Keira Thorley.

The final nominees in this category, jeweller ROX and designer shop Doll Boutique, are no strangers to positive press. Doll Boutique, which has a store in the west end of Glasgow, has been receiving plaudits from fashion magazines such as Grazia for its exclusive clothing collections and cutting-edge designer brands.

ROX the jewellers has also been impressing the industry, winning the crown of Independent Retailer of the Year last year. The company has one store in Aberdeen and three in Glasgow, and specialises in labels such as Toy watches and Swarovski. ■

**The nominees for Scottish Fashion Awards Model of the Year, sponsored by Toni & Guy**

- Amanda Hindrick, Model Team
- Lily Omand, Model Team
- Amy McAllan, Superior
- Stephanie Williams, Superior
- Nicola Himmagh, Model Team
- Kate Purdie, Shion

For more information on all the nominee visit [www.scottishfashionawards.com](http://www.scottishfashionawards.com)