Forget opening just two new stores to mark a return to Scotland. Tommy Hilfiger has now upped that to three, all of them opening between now and June.

An Edinburgh location has been added to flagship destinations at the Hammerson-operated Silverburn mall in Glasgow, and Union Square in Aberdeen, “as part of the brand’s expanding UK store portfolio”.

The new Edinburgh store opens in June, located in the new St James’ Shopping Centre development at St James Crescent, featuring over 1,490 square feet of retail space.

The Glasgow store opened this month, featuring over 2,150 square feet of retail space. Meanwhile, the Aberdeen
store opens in May, featuring over 1,990 square feet of shopping space.

Each store will stock the Tommy Hilfiger Spring 2021 menswear, womenswear and accessories collections, “showcasing the brand's classic American cool style”.

The new stores also reflect Tommy Hilfiger's global store design concept “which fuses the brand's heritage and DNA with clean, modern finishes and a bright, airy aesthetic”.

The design concept takes reference from the nautical lifestyle, “one of Tommy's long-time sources of inspiration”. The theme is reflected in walnut accents, minimalist white lacquered details and customised polished steel elements. Additional design elements include a digital screen to display campaign videos, light oak flooring, custom TH jacquard and chevron patterned rugs, mid-century light fixtures, and pops of our brands red, white and blue signature colours.

“It's traditional Tommy Hilfiger in a fresh and modern way”, the retailer noted.

The PVH Corp-owned retailer also said the stores adhere to all health and safety measures to ensure a safe shopping experience.

By Nigel Taylor

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