

ST JAMES
QUARTER
EDINBURGH



A CITY REBORN

As one of the largest mixed-use spaces in the UK, St James Quarter has significantly altered the city's retail and leisure landscape. Designed in keeping with Edinburgh's 250-year-old original masterplan, the multi-purpose development connects the old and the new with public realm.



ST JAMES QUARTER

EDINBURGH

850,000 sq ft of retail,
living, leisure and
entertainment space.

St James Quarter is
the most significant
transformation Edinburgh
has seen in a generation.



George Street

St Andrew Square

Harvey Nichols

Princes Street

Multrees Walk

Edinburgh Waverley Station

Apple

ST JAMES QUARTER

THE HEART OF EDINBURGH

John Lewis

OMNI

Picardy Place Tram Stop



Source: CACI Retail Footprint 2018

49% of Edinburgh's catchment is from CACI's 'Affluent Achievers' or 'Rising Prosperity' Acorn groups, significantly above the UK (32%) and Scotland (28%).

ASTOUNDING STATS

Edinburgh's population comprises 38% of wealthy households versus the European benchmark of 32%.

38%



Source: CACI Retail Footprint 2018, Centre Futures 2021

Following the opening of St James Quarter, the city will have 46% market share of the core catchment retail spend.

46%



Source: The University of Edinburgh, Edinburgh Napier, Heriot-Watt University and Queen Margaret University University.

Over 97,000 students attend the city's four universities.

97,000



Source: Edinburgh by numbers 2019

Edinburgh population is projected to grow to 583,140 by 2041.

583,140





THE JEWELS IN OUR CROWN



St James Quarter is extremely proud to host the first W hotel in Scotland. The rooftop features a buzzing bar and outdoor terrace that offers guests 360-degree views of the city's historic skyline, as well as Scotland's very first Sushi Samba restaurant.



244-ROOM DESTINATION HOTEL

We've redesigned one of Europe's leading cities by introducing a polished and vibrant mixed-use destination.

SHOPPING, DINING, LEISURE AND ENTERTAINMENT

Uniquely combining all the best features of a boutique hotel bedroom and a serviced apartment, Roomzzz Aparthotels offer fully equipped kitchens, 24hr reception, daily room service and a complimentary breakfast.



75-ROOM APARTHOTEL

Everyman Cinemas debuted in Edinburgh at St James Quarter. With five screens, indulgent sofa seating, as well as a food and beverage service delivered to customers' seats and a stylish bar, this is a cinematic experience like no other.



5-SCREEN CINEMA

Internationally recognised, award-winning mixed used developer Native Land has introduced its world-class, modern, city-centre living ethos to Edinburgh in St James Quarter's residential area.



152 UNIQUE APARTMENTS

The completed car park houses 1,600 spaces, which, when combined with nearby options, will account for 75% of all off-street parking in the Scottish capital.



1,600 OFF-STREET CAR PARK SPACES



TENANT MIX

6-8

**W EDINBURGH
ROOMZZZ APARTHOTEL
RESIDENTIAL**

5

EVERYMAN CINEMA

4

Dining Terrace

DINING & LEISURE

3

St James Square

**ICONIC, PREMIUM
& LIFESTYLE**

2

**YOUTHFUL, URBAN
& ON TREND**

1

Leith St Eats

**HIGH-STREET
FAVOURITES**

B1-3

PARKING



St James Quarter







TOP BRANDS...



ZARA

H&M

TOMMY HILFINGER

FIVE GUYS



next

kate spade
NEW YORK

HOTEL
Chocolat.

PELOTON

BREITLING
1884

KURT GEIGER

Aēsop.

Russell & Bromley

GOLDSMITHS
SINCE 1778

極度乾燥(しなさい)
Superdry.

PULL&BEAR

CALVIN KLEIN

PANDORA
UNFORGETTABLE MOMENTS

TORTILLA

MANGO

SUSHISAMBA®

EVERYMAN
CINEMA



KA PAO

Pho
Vietnamese street food

& other stories

stradivarius

& MAKING THEIR SCOTTISH DEBUTS

beauty

THE ALCHEMIST

Bershka

PULL&BEAR

SUSHISAMBA®

& other stories

stradivarius

“St James Quarter is one of the world’s great cities and a destination we’ve long admired, but we wanted to wait for the right opportunity to present itself. St James Quarter fits the bill brilliantly. It is a vibrant and varied new destination that will appeal to tourists, office workers, residents and shoppers – the same audience that love our established venues in London and Manchester.”

Simon Potts, Managing Director of The Alchemist

“St James Quarter represents the future of retail in Edinburgh, combining a unique blend of experiences with the character and appeal of one of the leading cities in Europe. We are delighted to have secured this space for a new Russell & Bromley store in Scotland in this exciting and highly relevant development.”

Andrew Bromley, Russell & Bromley CEO

DON'T JUST LISTEN TO US

IOLLA is an independent Scottish eyewear brand with global aspirations and we cannot think of a better environment than St James Quarter to bring our proposition to an entirely new demographic of Scottish and international customers.

All tenants have brought their best in class designs and are delivering the highest levels of customer service and guest experience. As a small but highly ambitious company we sit alongside global leaders in retail, food and beverage , hospitality and entertainment. This is the future of retail and we are honoured to be a part it. We often say IOLLA are having a party and everyone is invited. It’s been a pleasure to be invited to the St James Quarter party.

**Brian McGuire
Co-Ceo at IOLLA**

“St James Quarter has surpassed all our expectations. We already knew Edinburgh was a strong city but the combination of footfall, fashion, leisure and events means our customers are coming through SJQ for our burgers and fries in ever-greater numbers.”

John Eckbert at Five Guys

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