

P R E S S R E L E A S E

Monday, 24 May 2004

For immediate release

Kurt Muller s launches its first High Street store in Scotland at Ocean Terminal, Edinburgh

International men's fashion label Kurt Muller has chosen Ocean Terminal in Edinburgh, as the site for its first High Street store in Scotland. The store will be Kurt Muller's eleventh store in total and is the latest addition as Kurt Muller's continues its expansion plans to develop a chain of 15 High Street stores over the next two years.

The store is located on the upper level next to French Connection and also near Debenhams and opened its doors to the general public on Wednesday 12th May 2004

Being showcased is an upmarket collection of contemporary men's clothing including suits, jackets, trousers, shirts, jeans, t-shirts, leisurewear and knitwear. The KM style and quality extends beyond men's clothing to underwear, eyewear, belts, ties, socks and shoes.

Commenting on the new store, Deepak Kapoor, director for Kurt Muller, said:

"Ocean Terminal is an ideal place for Kurt Muller to do well. You can definitely see around you, fashion conscious consumers who know exactly what they want. Kurt Muller has identified and fulfilled a niche here for an exclusive designer menswear label – at an affordable price. It's a winning situation for all concerned, the shopping centre, Kurt Muller and above all the consumer."

The company's '*KM Privilege Card*'-a loyalty card offering members a 10% discount for purchases at any of its stores as well as a host of other benefits, is available to customers in store.

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