# Edinburgh’s Scamp & Dude store closes as rising rents push out independent retailers



# Edinburgh Loses Another High Street Gem as Scamp & Dude Closes Store Amid Rising Rents

In a significant blow to the UK high street, Scamp & Dude, a clothing brand that sought to empower both children and women, has announced the permanent closure of its store in Edinburgh’s St James Quarter. The store, which opened in September 2023, has struggled to keep pace with soaring rental costs. The brand's founder, Jo Tutchener-Sharp, expressed regret over the decision, indicating that the company “cannot match” the new financial demands from the landlord, as a “large food chain” prepares to take over the prime retail space.

Founded in 2016 by Tutchener-Sharp, a mother who launched the brand during her recovery from brain surgery, Scamp & Dude was designed with a mission: to create clothing “with superpowers” that bolster children’s confidence when separated from their families. The brand has enjoyed a strong community presence, particularly in Edinburgh, where its store served as a vibrant hub for local supporters known affectionately as 'Duders'.

While the ambition of the store was to connect with the Scottish community and engage in charitable initiatives, it appears that the economic realities of specialising in purpose-driven fashion have come to a head. A spokesperson noted that although the Edinburgh location showcased their brand beautifully and had a dedicated team, the reality of a higher rent was insurmountable. The announcement of the closure reflects an underlying trend affecting many retailers who are facing similar pressures across various cities in the UK.

The Scottish expansion was part of a larger growth strategy for Scamp & Dude, which has reported an impressive 62% increase in sales from the previous year, in line with the rising demand for their unique offerings. In addition to the Edinburgh store, the brand has also launched its largest store to date in Manchester, highlighting a robust desire to penetrate new markets despite challenges. The forthcoming closure in Edinburgh may hint at broader issues facing UK retail post-pandemic, where many businesses are grappling with fluctuating consumer habits and increased operational costs.

Tutchener-Sharp’s commitment to community outreach has not only defined her brand but has also made Scamp & Dude a recognised player in the British fashion landscape. Recently, the brand participated in various charity initiatives, integrating social responsibility into its business model. Such endeavours have resonated well with consumers, making the closure of their Edinburgh store all the more poignant. The loss of this location reflects a larger narrative of vibrant local retailers giving way to larger chain establishments—an ongoing concern for urban shopping landscapes where individual brands struggle to survive against the financial clout of larger corporations.

As Scamp & Dude navigates its future, the plight of its Edinburgh store is a stark reminder of the harsh realities many high street businesses face today. The brand continues to seek opportunities for expansion, targeting other locations while promoting purpose-led fashion. However, the challenge remains: how to maintain a balance between financial viability and community engagement in an increasingly competitive retail environment.

The retail landscape across the UK may continue to evolve, but the story of Scamp & Dude illustrates both the challenges and resilience within the industry.

## Reference Map:

* Paragraph 1 – [[1]](https://www.express.co.uk/news/uk/2052288/uk-high-street-shop-close-forever), [[2]](https://www.scotsman.com/business/how-scarves-and-a-sense-of-purpose-are-driving-clothing-brand-scamp-dude-that-has-a-branch-in-edinburghs-st-james-quarter-4715883)
* Paragraph 2 – [[1]](https://www.express.co.uk/news/uk/2052288/uk-high-street-shop-close-forever), [[3]](https://www.edinburghnews.scotsman.com/business/edinburgh-shopping-first-look-at-womens-fashion-brand-scamp-dudes-new-store-at-st-james-quarter-4287880)
* Paragraph 3 – [[2]](https://www.scotsman.com/business/how-scarves-and-a-sense-of-purpose-are-driving-clothing-brand-scamp-dude-that-has-a-branch-in-edinburghs-st-james-quarter-4715883), [[5]](https://www.theindustry.fashion/purpose-led-fashion-brand-scamp-dude-expands-into-london-and-edinburgh/)
* Paragraph 4 – [[4]](https://www.theindustry.fashion/scamp-dude-opens-doors-to-biggest-store-to-date/), [[7]](https://www.drapersonline.com/news/scamp-dude-rolls-out-london-and-edinburgh-stores)
* Paragraph 5 – [[6]](https://www.fourandco.uk/updates/four-co-appointed-by-scamp-dude)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.express.co.uk/news/uk/2052288/uk-high-street-shop-close-forever> - Please view link - unable to able to access data
2. <https://www.scotsman.com/business/how-scarves-and-a-sense-of-purpose-are-driving-clothing-brand-scamp-dude-that-has-a-branch-in-edinburghs-st-james-quarter-4715883> - An article from The Scotsman discusses the growth and purpose-driven approach of Scamp & Dude, a British fashion brand founded by Jo Tutchener-Sharp in 2016. The brand opened its first Scottish store in Edinburgh's St James Quarter in September 2023, offering a range of women's and children's clothing alongside charitable products. The store serves as a hub for the brand's Scottish community, known as 'Duders', and hosts various charity campaigns and events. The article highlights the brand's commitment to giving back and its expansion into Scotland.
3. <https://www.edinburghnews.scotsman.com/business/edinburgh-shopping-first-look-at-womens-fashion-brand-scamp-dudes-new-store-at-st-james-quarter-4287880> - This article from the Edinburgh News provides a first look at Scamp & Dude's new store in Edinburgh's St James Quarter, which opened on September 9, 2023. The 2,939 square foot store showcases the brand's collection of women's and children's clothing, as well as charitable products. The opening event featured activities and exclusive giveaways, reflecting the brand's commitment to community engagement. The store aims to serve as a destination for the brand's growing Scottish customer base.
4. <https://www.theindustry.fashion/scamp-dude-opens-doors-to-biggest-store-to-date/> - An article from TheIndustry.fashion reports on Scamp & Dude's opening of its largest store to date in Manchester, a 1,938 square foot space. The store marks the brand's sixth UK location and follows the success of a pop-up store at Manchester's Trafford Centre. The opening weekend included an exclusive preview of the AW24 collection and a treasure hunt with £100 vouchers. The article highlights the brand's expansion and community-focused events.
5. <https://www.theindustry.fashion/purpose-led-fashion-brand-scamp-dude-expands-into-london-and-edinburgh/> - This article from TheIndustry.fashion discusses Scamp & Dude's expansion into London and Edinburgh, opening new stores in Battersea Power Station and St James Quarter, respectively. The brand experienced significant growth, with sales up by 62% compared to 2022, and aims to become the UK's most popular purpose-led fashion retailer. The new stores aim to meet the high demand for its women's wear and support charitable partnerships.
6. <https://www.fourandco.uk/updates/four-co-appointed-by-scamp-dude> - An announcement from Four & Co details their appointment by Scamp & Dude to identify and negotiate terms for retail properties across the UK, targeting around ten new stores annually. The B-Corp™ certified business seeks locations in city centres, affluent market towns, high-quality shopping centres, and popular tourist destinations. The partnership aims to support Scamp & Dude's ambitious expansion plans and strengthen its community-focused ethos.
7. <https://www.drapersonline.com/news/scamp-dude-rolls-out-london-and-edinburgh-stores> - An article from Drapers Online reports on Scamp & Dude's plans to open two new stores in London's Battersea Power Station and Edinburgh's St James Quarter in September 2023. The 1,756 square foot store in Battersea and the 2,939 square foot store in Edinburgh will showcase the brand's collection of women's and children's clothing, as well as charitable products. The openings follow the launch of the brand's flagship store in Marlow, which generated nearly £1 million in revenue during its first year.