



Iconic cloth still weaves its magic around the globe

The world-renowned fabric business is very much a family affair for **Annabel Campbell** manager at the Inverness store of Harris Tweed Isle of Harris

Small Business Focus
in association with
Inverness

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Q How would you describe the business to a stranger?
A We are an independent family business based in Inverness city centre. We opened in April 2017 and we get a lot of visitors from all over the world shopping with us. We stock a wide range of Harris Tweed® clothing, accessories, gifts and souvenirs and we also sell Harris Tweed® cloth by the metre. Our sister shop is based in Tarbert, Isle of Harris and has been trading since 2008. Harris Tweed® is a protected fabric and must be hand-woven in the Outer Hebrides from 100 per cent pure new wool.

Q What inspired you to work with the business?
A I grew up in Tarbert, Isle of Harris and started working in the business before I left school. My grandparents were Harris Tweed weavers for many years and owned a wee shop next to their home in the Bays of Harris. In 2008 my aunt Catherine opened a shop in Tarbert and I worked for her during weekends and school holidays. I left school and moved to Inverness to study Business Management at Inverness College. In 2017 my aunt Catherine wanted to open a new shop in Inverness and I was absolutely delighted to work for the family business. Catherine was recently awarded an OBE for her dedication and services to the Harris Tweed® industry and I am very proud to be working for her business.

Q How has the business developed?
A We have added many new styles and colours to our wide range of products that appeal to both locals and tourists alike. Many products are handmade by local/Scottish craft workers and are very unique. The



Annabel Campbell is right at home in the Harris Tweed family business.
Picture: Callum Mackay

shop staff have worked here for many years and have considerable knowledge and experience of working with Harris Tweed®. We have a range of products that we make to order in the store so our customers can pick their own tweed colours and have something bespoke made.

Q What are your plans to develop the business in the future?
A We will continue to add new styles and tweeds to keep up with trends. We are always looking for new products to stock that are unique and we are always thinking about how we can improve the shopping experience for our customers.

Q What lessons have you learnt from your time in business?
A During the pandemic restrictions it was really important to promote our online shop (in Tarbert)

through social media so people could still shop with us from home. Our online shop ships worldwide which is a huge benefit to the business. We continue to promote our online shop to our visitors so they can shop with us at any time.

Q What do you love about working in Inverness city centre?
A There is a great sense of community among the local businesses which is really nice and Inverness BID do a huge amount of work to attract people into the city centre by putting on various events. Recently, there have been some exciting businesses opening in previously empty units and that's really positive for the city centre.

Q Can you tell us something interesting about yourself?
A I really enjoy travelling and like to visit other cities and countries.