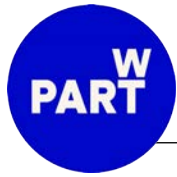


# THE MCEWAN

COMING AUTUMN 2022

MODA

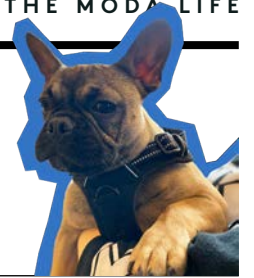
LIVE THE MODA LIFE



EUROPE'S HEALTHIEST  
BUILDING TO OPEN  
IN SCOTLAND

GEARING UP FOR GLASGOW  
*(Sneek preview of our new  
neighbourhood!)*

PET FRIENDLY  
APARTMENTS  
*Noof!*



## MODA BRINGS A NEW WAY OF RENTING TO SCOTLAND



DUPLEX APARTMENTS, UNRIVALLED AMENITIES,  
NO FEES, NO DEPOSITS; MODA LIVING LANDS  
IN SCOTLAND.

Moda Living has announced that doors to its first Scottish next generation neighborhood; The McEwan, will open at the end of this year. Located in Fountainbridge, The McEwan will be the first Scottish Moda development bringing a whole new way of renting to the country.

In a radical departure from the traditional rental market, Moda makes renting simple, accessible and aspirational, with no deposits, no fees and the ability to move into a beautiful new apartment within 48 hours. Moda's Edinburgh rental neighbourhood provides everything needed for modern living, including spacious, interior designed apartments, a cinema room, private dining room, communal lounges, an outdoor roof terrace, work from home spaces and a 24/7 gym.

Moda will create 476 new homes set over three blocks and across extensive public squares and gardens. There's a home for everyone at Moda - from spacious studio apartments, beautiful 1-beds, through to 2-bed sharers and 3-bedroom duplex apartments. Each apartment is beautifully designed by renowned interior designers Amos & Amos, comes fully furnished and complete with top spec tech including low-energy Samsung appliances, pervasive Wi-Fi and 50% off Sky Q packages. What's more, residents have the freedom to decorate to put their own touch on the apartment and pets are welcome.

With panoramic views over the city, the seventh floor offers a space for residents to meet, socialise and collaborate. The private dining room provides the perfect spot to host friends, the cinema room can

be booked out for everything from sports viewings to movie nights and the lounges are the perfect spot to enjoy an afterwork drink or meet with other residents. The 24/7 gym can be used to pump-up or wind-down and the roof terraces, with stunning views over the city and beyond, make for the perfect spot to watch the sunset or enjoy a sunny weekend.

Home to over 100 co-working spaces The McEwan provides the perfect space to work from home or collaborate with others. With 85% of the workforce expecting to work from home at least 1-2 days a week indefinitely, residents also have full access to co-working spaces and bookable meeting rooms, with coffee stations and super-fast Wi-Fi.

Moda prides itself on delivering neighbourhoods with community at the heart with a focus on combating isolation. Not only will the extensive amenities provide a space for the residents to come together, an extensive events programme - from rooftop yoga to BBQs - will give residents the chance to mix and mingle.

All amenities will be bookable via the MyModa app. The app also enables residents to pay rent, book events and instant message the 24 hour concierge. It will also act as a key to the city, offering residents' exclusive access and deals from their favourite brands and venues. From dog walking to personal shopping, everything will be available to residents at the click of a button.

REGISTER YOUR INTEREST FOR PRIORITY BOOKING AT [THEMCEWAN.MODA](https://themcewan.moda)



# TAKE A LOOK INSIDE THE NEW INTERIORS BY AMOS & AMOS...



A TOUCH  
OF CLASS

Specialising in the creation of unique and vibrant works for residential and commercial spaces, works by the Adam Ellis Studio can be seen in notable hotels, restaurants and office spaces around the world. These include selected Ivy restaurants, Annabel's Mayfair, Harry's Club and The Botanist in Chelsea, to name just a few.

Also Moda's artist in residence, Adam Ellis has created 45 bespoke pieces inspired by The McEwan's history and location, you can spot them throughout the amenity areas and in our new show flats.



From fruit and water to rubber and beer, Fountainbridge has an eclectic history and strong entrepreneurial spirit which Moda celebrates and encapsulates through the architecture, interior design and community.

The building takes its name from William McEwan, who opened the Fountain Brewery in the area in 1856. It became the largest single-ownership brewery in Great Britain, producing two million barrels a year. The barley leaf motif is already part of the scheme's design features – coming into play in the landscaping detailing.

Top left : Private dining room  
Bottom left : Co-working spaces  
Right : Cinema





MODA, THE MCEWAN ATTAINS  
3 STAR FITWEL RATING

# HEALTHIEST DEVELOPMENT IN EUROPE

Fitwel™ is the world's leading certification system committed to building health for all. By making well-being intrinsic to the design and operation of the building, The McEwan has attained a top score, making it the only residential development in Europe to be awarded the highly sought-after certification. This achievement demonstrates Moda's commitment to advancing their residents wellbeing by implementing health aware design and operational strategies.

All Moda sites are lifestyle driven, built with well-being at their core and feature state-of-the-art amenities to promote healthy social living among residents.

The McEwan includes top-tier amenities, innovations and service offerings that are recognised by Fitwel as an essential service to improving residents' health and well-being. Specifically, the property will feature 476 rental apartments with access to 45,000 sq. ft. of amenity space, including a residents'-only gym, indoor and outdoor fitness classes, landscaped gardens and terraces, personal trainers, and specialist nutrition and wellbeing experts on demand.

Residents' healthy sleeping is also a priority. Pocket sprung mattresses made from 100% natural materials are in every apartment, and noise cancelling walls, five decibels above current building regulations, will provide peace and quiet.

The development was also designed with mental well-being top of mind. Providing residents with fully certified mental health professionals, regular wellbeing workshops and mental health

first aid trained staff. Moda's calendar of events brings residents together and inspire genuine human connection that's intrinsic to human wellbeing.

Lydia Eustace, Marketing Director and Head of Wellbeing at Moda, said:

*"At Moda we're committed to making healthy living achievable for even the most 'time poor' residents. We're thrilled to be the first, and only, residential development in Europe to achieve a Fitwel 3 star rating, meaning the residents moving into Moda Edinburgh this year will live in a community that has been carefully designed to foster their health and well-being."*



THE MCEWAN'S GYM IS OPEN 24/7 AND HAS  
A WHOLE HOST OF EQUIPMENT INCLUDING RUNNING  
MACHINES, ROWERS, FREE WEIGHTS AND A BENCH  
PRESS. EVERYTHING YOU NEED TO SWEAT IT OUT!

THERE'S EVEN A SEPARATE STUDIO FOR YOU TO WORK  
OUT TO YOUR HEART'S CONTENT.

## MYNDUP × MODA

We've teamed up with MYNDUP to help remove the barriers of gaining mental health support.

Joel, who set up MYNDUP after going through his own mental health journey, understands first hand, there's 'no one size fits all' when it comes to mental health. We, also know, there's no single solution...

No wait list, no we'll call you back. The Moda family; that's residents and team Moda, can have subsidised one-to-one virtual mental health sessions with a MYNDUP qualified practitioner within 12 hours.

Mental health, counselling, wellbeing, therapy, all areas that often need extra support but we're too afraid to ask. With this partnership, getting support is literally as easy as 1, 2, 3...

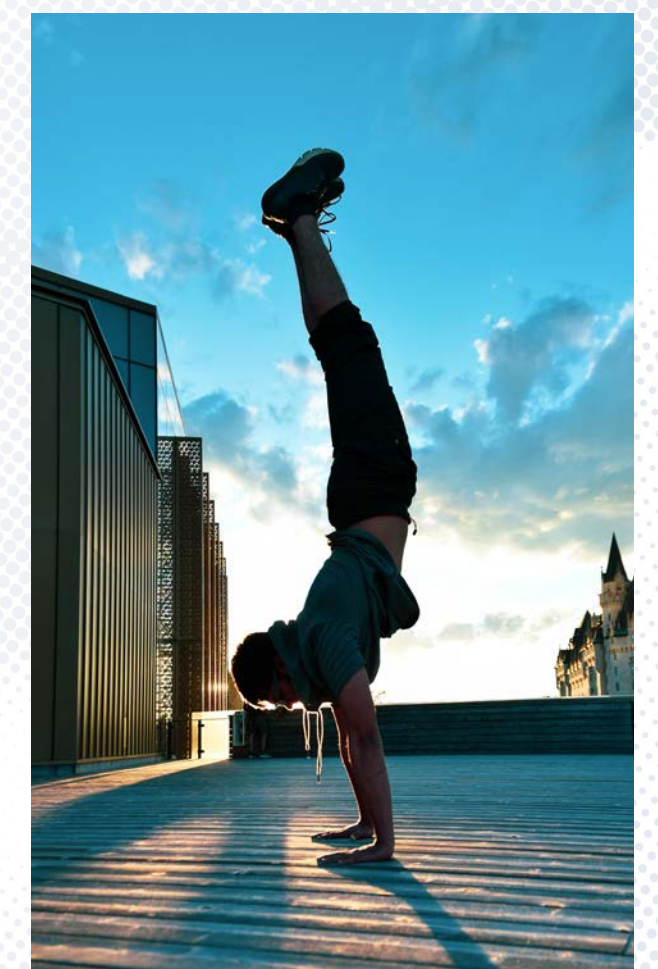
**STEP 1**  
Tell MYNDUP  
how you're feeling.

**STEP 2**  
Choose a time and a practitioner  
- use your special MODA  
CODE and get 20% OFF

**STEP 3**  
Begin your live 1-1 video session  
via a secure encrypted video

Pre-Covid, during Covid, post-Covid...  
Looking after your mental health is paramount. We  
subsidise sessions for all our residents and team.

WE'VE GOT YOU.



REGISTER YOUR INTEREST FOR PRIORITY BOOKING AT [THEMCEWAN.MODA](https://themcewan.moda)



# CHALLENGING GENDER EQUALITY IN THE PROPERTY SECTOR



MODA HAS COLLABORATED WITH PART W, TO ENCOURAGE  
THE NEXT GENERATION OF AMBITIOUS YOUNG WOMEN TO  
CHOOSE THE PROPERTY, DESIGN AND CONSTRUCTION  
SECTOR FOR THEIR LONG-TERM CAREERS.

Part W is an action group of engaged and proactive women working in architecture and design, planning, engineering, policy, infrastructure, construction, operations, and sustainability, aiming to address the systemic gender equality challenges that exist across the industry.

Moda + Part W, will launch with a bold, engaging mini film outlining the spectrum of careers across the built environment sector, accessible for 16 to 24 year-olds across social media channels, as well as being shared amongst student influencers and disseminated to design colleges,

schools and universities. The outreach programme will also include digital Q&A sessions spanning the UK with leading representatives from across the property, design and construction sectors.

Founded by architect Zoë Berman in 2018, the intergenerational collective is formed by women from diverse backgrounds who are working together to call time on gender inequality, in all its forms, in our built environment. The group is Co-Chaired by architect Alice Brownfield.

Core members include women working within the whole construction and property industry.

Find out more at:  
[www.part-w.com](http://www.part-w.com)



## People of Moda THE WOMEN BEHIND THE MCEWAN

Moda has released the first instalment of its Edinburgh-based series 'The People of Moda', a series that will showcase the people that make up the Moda community, including the build team, neighbours, residents and more.

The first episode, 'Topping Out - The Women Behind the Community', offers a glimpse behind the scenes of the Moda development via interviews with the key women that are helping to build both the site and community.

Providing viewpoints on topics including design processes that deliver community, wellbeing and how Moda is making life different in Edinburgh. Interviewees include Moda General Manager, Amanda Rennie, Architect Catriona Gray, Director at CDA, and Robertson Site Manager Rebecca Laing.

### WATCH THE VIDEOS

Head to the Moda Living Youtube account

## MEET AMANDA



"My background is in hotels and hospitality and that's exactly what drew me to Moda. Unlike most home providers, Moda is a hospitality led landlord - your rent will give you far more than just four walls."

"From an extensive list of services to make life easy and amenities that mean your home extends way beyond your apartment, living at Moda complements the lifestyle of a busy city dweller."

"What really makes Moda stand out is the community; the coworking spaces encourage collaboration, the social spaces create places to meet new people and the events bring like-minded individuals together. At our other developments the community that has naturally developed has been what makes Moda such a unique place to live and I can't wait to bring that to Edinburgh."

# GEARING UP FOR GLASGOW

433  
APARTMENTS

22,000SQFT  
COMMERCIAL SPACE

15,000SQFT  
AMENITY SPACE



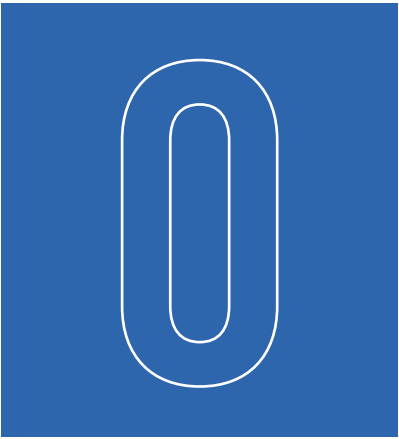
## HOLLAND PARK

Work is progressing at Moda's Holland Park development in Glasgow. A 433-home neighbourhood, with 22,000 sqft of mixed use commercial space and 15,000 sqft of amenity space, Holland Park is set to put Moda on the map in the west of Scotland.

Work started at the beginning of 2021, with the development due to welcome its first residents at the end of 2023.







## ZERO DEPOSITS

Did you know Moda don't charge deposits or fees. To reserve your new home you simply pay a £200 reservation fee - the total will be removed from your first month's rent. Simples!

## WORKING FROM MODA



Working from home is stepping up a notch. Residents can use one of over 100 co-working spaces complete with superfast wifi, complimentary tea and coffee and bookable meeting rooms.

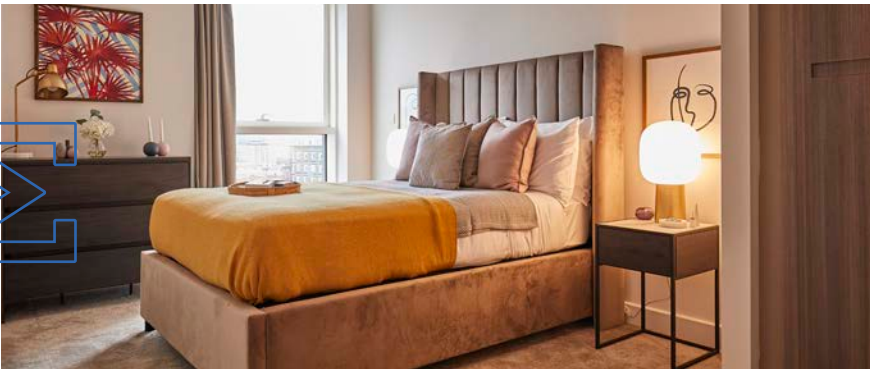


## NEED A ROOMIE? WE'VE GOT YOU!

If you need a flatmate we're here to help. We'll team you up with a housemate or you can join our Facebook sharer group and reach out to others looking to move in and live the Moda life. If you decide to share with a new friend we'll move you in to one of our two bed sharer apartments. Each ensuite bedroom is situated on either side of an open plan, shared living

space with no shared bedroom walls, with each room private and secure with locks fitted to each bedroom door. You'll share an open plan sleek and modern living space with a 50" Samsung 4K Smart TV provided in the shared lounge. Don't worry about having the split the bills; council tax, water and electricity use are all included in your rent.

## WANT YOUR FRIENDS AND FAMILY TO STAY?



Residents can give their friends and family access to six guest apartments. With a minimum two night booking, they will get full access to all amenities including the gym and co-working spaces.

## PETS WELCOME

Four-legged, winged, swimming and crawling friends are welcome at The McEwan.



## ROOM FOR A LITTLE ONE?

Our 3 bed apartments are perfect for city living families.

## WE'RE HIRING!

JOIN THE MODA, THE MCEWAN TEAM

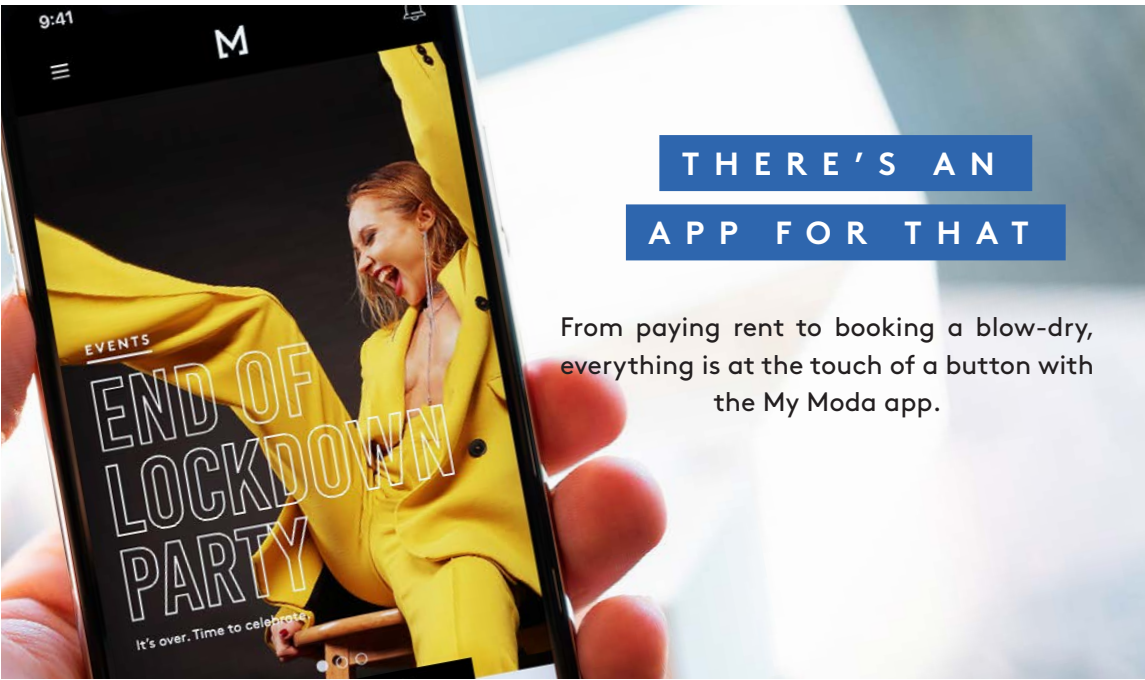
We're on the look out for a whole host of new team members to join the team in the coming months.

Events Manager  
Facilities Manager

Quality Manager  
Leasing Associate

Interested in joining?

Drop your CV to [amanda@themcewan.moda](mailto:amanda@themcewan.moda)



## THERE'S AN APP FOR THAT

From paying rent to booking a blow-dry, everything is at the touch of a button with the My Moda app.

## OUR LOCATIONS

BIRMINGHAM EDINBURGH GLASGOW HOVE LEEDS LIVERPOOL MANCHESTER

FOLLOW US

@moda\_themceawn

Moda The McEwan

@livethemodalife

[themcewan.moda](http://themcewan.moda)