

# news release

## **NORWICH LANES SWEEP THE BOARD AT REGIONAL STYLE AWARDS**

A collection of independent businesses within Norwich Lanes have scooped the majority of awards at the recent Life Matters Independent Style Awards.

The awards, run by regional newspaper Norwich Evening News, were voted on by the public in order to find the best independent shops and boutiques in the Fine City.

Eight of the 14 awards up for grabs were won by Norwich Lanes businesses illustrating the wealth of shopping and entertainment available in the city's historic quarter.

Awards ranged from Best Fashion Shop to Best Deli and were announced recently in the evening newspaper.

Clive Rowe is Chairman of the Norwich Lanes Traders Association.

"We're proud to have some of the best independent shopping and socialising offerings in the country and it's nice that this has been reflected in these awards, especially as they were voted for by the people and not simply by a panel of judges.

"Many of the businesses in Norwich Lanes have been here for over 15 years and so know how to treat their customers and what people expect from an independent retailer", said Mr Rowe.

- awards listings follows -

Norwich Lanes Sweep the Board  
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Awards won by Norwich Lanes members:

**Best Men's Fashion Shop to Spend £250:** Bespoke Boutique. [www.bespokeboutique.com](http://www.bespokeboutique.com)

**Best Women's Fashion Shop to Spend £250:** Walkers of Pottergate.

[www.walkersofpottergate.com](http://www.walkersofpottergate.com)

**Best Jeweller:** Nova Silver. [www.novasilver.co.uk](http://www.novasilver.co.uk)

**Best Place for Gifts:** Soho Hip. Pottergate, Norwich. [www.sohohip.co.uk](http://www.sohohip.co.uk)

**Best Footwear Shop:** Imelda's. Guildhall Hill, Norwich.

**Best Children's Shop:** Tickety-Boo. [www.tickety-boo.co.uk](http://www.tickety-boo.co.uk)

**Best Deli:** Jarrolds. [www.jarrold.co.uk](http://www.jarrold.co.uk)

**Best Menswear Shop to Spend £50:** Cult. [www.cult.co.uk](http://www.cult.co.uk)

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### **Notes to Editors**

#### **About Norwich Lanes**

Norwich Lanes Traders Association was set up in 2006 to represent the interests of the range of independent businesses trading within the historic quarter of Norwich City centre.

The organisation primarily works to raise awareness of Norwich Lanes as a number one destination for shoppers, tourists, and socialising and targets people from within as well as outside of Norfolk.

Independent shopping has grown in popularity as people search for an alternative to generic shopping malls and national chains. Today, the businesses within Norwich Lanes offer one of the UK's best selections of unique and independent shops, mingling between an extensive collection of restaurants, cafes and bars.

Norwich Lanes is also home to a wealth of heritage sites and beautiful architecture as well as theatres and museums. Throughout the year, many events are held within Norwich Lanes including music festivals, photographic and craft exhibitions, an ice sculpture trail, and the famous Norwich Beer Festival.

Norwich Lanes Traders Association also works to provide a forum for debate between the businesses in the area about the future of Norwich Lanes and works closely with Visit Norwich and Norwich City Council regarding tourism and renovations of the area.

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