



news release

EXPANSION IN NORWICH LANES REFLECTS CONFIDENCE OF INDEPENDENTS

A thriving business in Norwich Lanes has opened a new shop in Lower Goat Lane, dispelling rumours that independent businesses are struggling due to competition from the city's shopping centres.

The Rock Collection, a new alternative clothing store for young people, is the second Norwich Lanes shop for Mo and Murray Walker, owners of Black Lace in Dove Lane.

Opened within 11 days of picking up the keys at the end of January, The Rock Collection offers official music t-shirts, merchandise, alternative streetwear and footwear; much of which cannot be found elsewhere in the city. The shop also stocks highly sought-after alternative labels such as Iron Fist, Criminal Damage and Emily The Strange.

Murray Walker started trading on the Norwich Market 22 years ago and opened his first Norwich Lanes shop, Black Lace, with wife and business partner Mo four years ago. The success of Black Lace along with the transformation of Norwich Lanes prompted the couple to open a second shop in the area.

“Norwich Lanes is all about independents. The development of the area and the Norwich Lanes organisation has really helped our business here to flourish. We haven't noticed competition from the shopping centres because we offer something different.

“The Norwich Lanes area has become like a village for small businesses and the improvements by the council have also made the area much more inviting to people. Our new store's been busy since we opened and we're really excited to have a presence in the heart of Norwich Lanes,” said Murray Walker.

- notes to Editors follows -

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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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