



Norwich Lanes Celebrates its 5th Birthday

2011 marks a milestone for Norwich Lanes as it celebrates its 5th birthday. And what better way to celebrate than during Norwich's first ever Fashion Week (17th – 24th February 2011).

As part of its birthday celebrations and Norwich Fashion Week, a special 'Norwich Lanes Day' is being held on Saturday 19th February where customers of this iconic and historical area of Norwich will be able to participate and savour some great events and offers.

Treats on the day include Jarrolds Fashion Day where customers will see the new spring collections from some of the top names in fashion plus personal styling, lingerie advice, beauty demonstrations, wine, nibbles, live music and a prize draw to win a pamper day or £200 of fashion in store. At Goldfinches on St Gregory's Alley there will be a 1950s event to shop vintage and get a retro hairstyle.

Here are just some of the other events and offers that people will be able to take advantage of in the Norwich Lanes on Saturday 19th February:

- Flash sale at The Blue Jean Company and Asylum on Lower Goat Lane
- Jewellery fair and jewellery making at St Gregory's Church on St Gregory's Green
- 25% discount on full price purchases plus a free Norwich Lanes bag at Sin Sins located on Charing Cross
- Free entry prize draw at Chloris Flowers in Jarrolds
- Tennerfest lunch or dinner at The Library Bar & Grill on Guildhall Hill

Norwich Lanes Chairman Roger Pemberton says: "Norwich Lanes is the heart of Norwich's shopping and leisure area. It is the place to go for independent stores and variety, found in beautiful historic buildings and streets. The Norwich Lanes Traders Association is proud to be able to mark its 5th Birthday as part of Norwich Fashion week."

Mel Cook, PR Manager at VisitNorwich says: "Norwich is one of the top 10 places in the UK to shop and The Norwich Lanes enriches that shopping offer. Easily accessible on foot and something different around every corner, The Lanes offers a superb mix of independent lifestyle, fashion and everyday needs coupled with eccentric and eclectic bars, cafés and entertainment.

Shoppers and visitors want something they cannot get elsewhere and The Norwich Lanes provides this in both what it offers and where it is located. Local Norfolk designers of anything from jewellery and clothes to wallpaper and greetings cards, great customer service and superb knowledge of their products all contributes to the overall experience of Norwich. We want people to enjoy themselves, to be able to support local talent and we want them to return again and again. The Norwich Lanes is a great asset for Norwich and one that we are immensely proud of."