

## ... and quirky fashion designers sashay into nearby Milsom Place

Some shoppers are impervious to the attractions of new shopping centres. They remain loyal to fashion designers featured in glossy magazines.

Several such designers, such as Traffic People (pictured), have thriving small shops in Bath. In Milsom Street, New Bond Street or the arcades, their trade has been undiminished by 444,000 sq ft of new shops in SouthGate mall five minutes' walk to the south.

Milsom Place, a collection of listed buildings that run between Milsom Street and Broad Street, has nine of its 23 shops left to let.

Ken Elliott, a director of Milsom Place's landlord, developer L&R Group, says: "We are now going



for more strong fashion brands to fill the remainder."

Shannon Richards, manager of women's fashion shop Phase Eight, which opened in Milsom Place two years ago, says business has quadrupled since the shop opened.

Carly Warner, manager of nearby twee accessories shop Cath Kidston, reveals that sales are 20% up on last year.

This is good news for Scottish knitwear retailer Brora, which has just paid a premium to take over the lease of cosmetics brand Aveda's shop in New Bond Street. The rent on just under 70,000 sq ft is £100,000. ■