



NEWS RELEASE

14 December 2006

Andy Baxter, Director of Clarion Retail, voiced support for independent retailers on BBC London news on 12 December 2006 in a feature that explored the changing retail landscape within the capital, and the increasing threat of the 'cloned high street'. The launch of the Independent London Store Guide, authored by Moritz Steiger and Effie Fotaki, which profiles independent stores across the city, has stirred further interest in the subject.

Andy Baxter, who has 8 years experience as an London Independent retailer when he was the General Manager of the two Brats stores in Fulham and Chelsea, highlighted the driving factors including the rise in ground rents, introduction of the congestion charge and threat of multiple's and their buying power as creating a hard climate for smaller shops. He called for local communities to support independent retailers, not only as the provision of goods, but also as an integral part of a community's sense of identity.

Andy Baxter comments 'We are all too aware of the rate of closure of independent stores, and the impact that this threatens to have. Clarion Retail is committed to helping all retailers as a support and voice of encouragement by showing innovative product content at our shows and hosting of free seminars, workshops and surgeries in order to help retailers stay on top of the issues they are facing.'

ENDS

For further information or comment, please contact Julia Jerzcka or Sylvia Palamoudian at Focus PR on 020 7432 9432 or email Clarion-FocusPR@focuspr.co.uk