



# Traffic People on road to the heart of Bath

A London-based clothing firm has turned to Bath to open its first shop outside the capital.

Fashion store Traffic People is the latest retailer to sign up for a unit at the city's £13 million Milsom Place development.

The firm's founders had originally planned to launch 10 shops in London before opening others around the country.

However, although it has five units in London, its co-founders decided to open for business in Bath after an approach by Milsom Place developers the L&R Group.

Drama graduate Louise Reynolds started the business with her partner Mark Readman in a small shop in Stoke Newington shortly after the turn of the millennium.

It now has stores in areas across London, including Carnaby Street

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and Spitalfields.

Miss Reynolds said: "We don't want our stores in shopping malls.

"The experience of Traffic People is quite special.

"Bath looks very beautiful and Milsom Place still has that quirky intimate feel to it."

Traffic People will open its shop on the first floor of Milsom Place overlooking the Broad Street entrance to the development in September. It will be 1,000sq ft (93sq m).

Miss Reynolds said: "Squares and listed buildings were exactly what we were after.

"We didn't want a shop with a huge

footfall. With our stores the money isn't the main thing - it's building the brand.

"The feel and ambience of the store is far more important than having a packed shop. We could open a store on Oxford Street but it's not worth the headaches and the stress."

Miss Reynolds said its Bath shop would cater for men and women but its clothes would suit a certain type of shopper.

She said accessorising was key to the successful Traffic People style and the store also sold unusual jewellery and bags to accompany its clothing.

She said: "None of our clothes are meant to be worn with heels. They are meant to be worn with pumps and flip flops. They are glamorous but not bling glamorous."

Miss Reynolds is a big Jane Austen

fan and said the love of the author was also an attraction to Bath.

Traffic People employs about 50 people in its London shops and will run its store in Bath with two full-time and four part-time staff.

Its products are now carried in more than 900 boutiques around the world.

Mr Readman said: "Our intention had been to carefully expand our retail side in London.

"However, after an approach from Milsom Place and a more in-depth look at Bath, it is clear there are many similarities between the two markets.

"The mix of fashion uses proposed for Milsom Place, along with the unique styling and configuration of the premises, makes this location perfect for our brand."

L&R Group co-director Ken Elliott said: "We've been working hard to find new and interesting brands for



Jane Austen

Milsom Place."

Clothing stores Hobbs, Cath Kidston and Phase Eight were some of the first to begin trading at Milsom Place which is also home to four restaurants.