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## **Rugby Town is a perfect fit for Demise Urbanwear**

Demise Urbanwear is the newest clothing store to hit Rugby Town. Situated at 13 High Street, this shop houses some of the coolest clothing brands found in the UK and the owners specifically chose Rugby to open their first store. A big influence in their decision was the additional benefits offered by the Rugby BID Company.

Combining good art with good threads is the motto of Demise Urbanwear. Aiming strongly at the youth market and tapping into the surf and skate culture it is a welcome addition for young shoppers throughout Rugby. Demise is the latest project of The Love Food Company who also run the restaurant at The Green Man in Dunchurch and The Coffee Shop in Pailton.

It has taken the business over two years from the initial idea to the opening of the store. "I picked Rugby Town Centre because of the additional benefits offered through the Rugby BID Company. The increased security with the CCTV system and of course the presence of the Rugby Rangers is a fantastic bonus."



"We were also impressed with the Shop Net system and the direct radio link that this service offers," said Paula Newbury, Shop Manager "That coupled with the cleanliness and the friendly atmosphere of the town centre meant Rugby was the right choice for us."

Aftab Gaffar, Operations Director of the Rugby BID Company added, "It's good to see that the improvements to our town centre are being seen positively by potential new businesses and that it does influence their decisions to open new stores here. We welcome Demise Urbanwear to Rugby and hope they are very successful here."

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