

7th December 2009

Rugby's festive shop windows stop shoppers in their tracks

Rugby Town Centre is being treated to a real Christmas wonderland this year with a record number of shops taking part in the 'Best Dressed Window' competition. Town Mayor, Kam Kaur, judged the competition during the Christmas Lights Switch On. Her decision was not easy this year with a large number of stores decorating their shops to a high standard. However, there can only be one winner and this year the crown went to Hunts Bookshop owned by Kelvin and Pauline Hunt.

Hunts Bookshop dressed their window in a traditional Victorian style. The bay windows were covered in snow with beautiful snowflakes adorning the glass - a sight we might not see this Christmas. The display was so stunning that some customers stopped to take photos. Inside the window was a display of the stores selection of festive gifts including books, music and Christmas cards.

Pauline Hunt, owner of the bookshop, said, "We are really pleased to have won this award. I think our traditional window enabled people to identify more with the values of Christmas. I believe our window stood out from the crowd with its bright attractive snow scene and old fashioned Santa. We will definitely be carrying on our tradition and decorating our window next year and we would like to take this opportunity to wish all our customers a merry Christmas".

"We had an excellent selection of Christmas windows this year, I'm glad the decision wasn't mine. Hunts Bookshop's snow scene has been making shoppers stop and stare. It's nice to have some festive snow in Rugby this year," said Aftab Gaffar, Operations Director at Rugby BID.

