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Terracotta to star on Channel 4 Fashion Show

Rugby Town Centre clothing shop, Terracotta, will be appearing on the infamous 'How to Look Good Naked' show next week on Channel 4. A series of special programmes called 'How to Look Good Naked...with a difference' will be airing in the coming weeks and one of the guests who will be taking part in the show, who lives near to Rugby, handpicked Terracotta to appear.

Film crews descended upon the clothing boutique on Chapel Street in Rugby at the request of the star of this special episode who said that Terracotta was her favourite place to shop.

"It was a great experience having the film crew here and we are all excited about appearing on the show. To be told we were appearing in the show because we are someone's favourite place to shop was lovely, it's nice to know that our store is so well thought of," said Diane Griffith, Owner of the boutique.

Aftab Gaffar, Operations Director, at Rugby BID said, "It just goes to show that Rugby Town Centre really does have something different to offer. Independent traders, such as Terracotta, are what makes our town centre stand out and we look forward to seeing the shop in its starring role."

Terracotta will be appearing on the first episode of the new series 'How to Look Good Naked', which will be shown on Tuesday 19th January at 8pm on Channel 4.