

Gift shop retailer celebrates new shop in Oswestry

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Wisteria Lane Gifts shop in Oswestry. (Image: Invest in Oswestry)

The owners of a gift shop are celebrating a return to the high street after overcoming a breast cancer diagnosis and a forced closure during the pandemic.

Wisteria Lane Gifts has opened a new retail shop on Bailey Street, [Oswestry](#), marking a significant comeback after seven years of challenges.

The business began in 2019 as The Blue Hanger Clothing Co., a retro clothing stall at Oswestry Outdoor Market.

It quickly expanded into the indoor market before Covid-19 forced the temporary closure of a planned standalone store, which was set to include a café and gifts section.

The business said: "Every visit, purchase, recommendation, and kind word from our community has helped us get to where we are today.

"We've returned stronger, healthier, and more determined than ever to build a go-to sanctuary for life's special moments and little treats."

Following the initial closure, the business returned to the indoor market under a new identity – Wisteria Lane Gifts – focusing on homeware and curated gifts.

This pivot was driven by rising clothing import costs linked to Brexit.

Shortly after regaining momentum, a sudden breast cancer diagnosis forced a necessary step back during a two-year recovery.

The business continued trading where possible, supported by loyal customers throughout a challenging two-year recovery period.

Now fully recovered, Wisteria Lane Gifts has realised its original goal of opening a high street store.

The Bailey Street shop offers a selection of unique gifts, homeware, retro-inspired treasures, and embroidered apparel.

Wisteria Lane Gifts has also partnered with Clipz Embroidery specialist Jade to launch Retro & Wild, an exclusive clothing line.

The range features outdoor adventure-inspired designs with a retro flair.

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