

Wisteria Lane Gifts celebrates return with new store opening in Oswestry

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Updated:

Wisteria Lane Gifts has officially opened its brand-new retail shop on Bailey Street, Oswestry. The grand opening marks a major milestone for the owners following a resilient seven-year journey filled with creative pivots, unexpected hardships, and unwavering community support.



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The business journey originally began in 2019 under the name The Blue Hanger Clothing Co., born out of a determination to turn redundancy into opportunity. Starting as a modest retro clothing stall on the Oswestry Outdoor Market, the enterprise rapidly expanded into the Indoor Market, building a loyal local customer base.

However, the road to the High Street was far from straightforward. Despite securing a standalone shop intended to feature gifts alongside an in-store café, the onset of the COVID-19 pandemic forced a sudden halt to operations. Faced with unprecedented

industry uncertainty, the owners temporarily relinquished their lease before returning to their roots at the Oswestry Indoor Market under a refreshed identity, Wisteria Lane Gifts.

Subsequent supply chain shifts and Brexit-related cost increases on clothing imports prompted another strategic adaptation, shifting the store's focus towards unique homeware and curated gifts. Just as momentum returned, a sudden breast cancer diagnosis forced a necessary step back. Supported by faithful customers, the owners continued trading whenever possible throughout a challenging two-year recovery period.

Now fully recovered and stronger than ever, Wisteria Lane Gifts has embarked on its next chapter in the heart of Oswestry. The new Bailey Street store showcases a carefully curated collection of unique gifts, homeware, retro-inspired treasures, and exclusive embroidered apparel.

To mark this new era, Wisteria Lane Gifts has partnered with local specialist Jade from Clipz Embroidery to launch Retro & Wild, an exclusive new clothing range featuring outdoor adventure-inspired designs with a distinct retro twist.

Reflecting on the journey, the owners expressed deep gratitude for the town's ongoing encouragement, noting that every visit, purchase, recommendation, and kind word from the community helped them reach this milestone. They added that they have returned stronger, healthier, and more determined than ever to build a go-to sanctuary for life's special moments and little treats.

The new store on Bailey Street is now open, welcoming both long-standing customers and new visitors to explore its unique collections.

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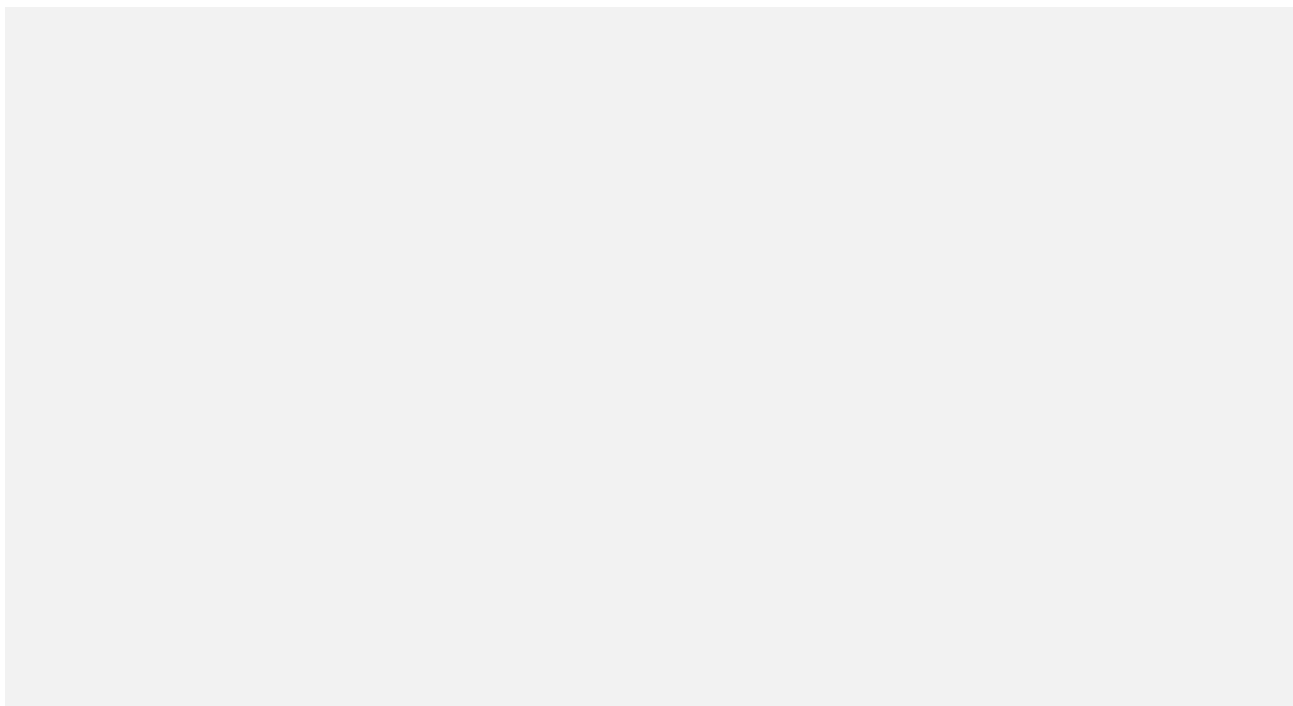
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