

# My Norwich

Norwich is full to the brim with creative designers and upcoming labels – the range of goods being produced locally is incredibly diverse and it's really putting our city on the creative map, says *Lucy Crick*, designer and founder of Norwich jewellery brand Eclectic Eccentricity.



People often ask how we get celebrities to wear, and be photographed in, pieces from our jewellery collections. After all we are just a fashion brand from Norwich. The jewellery we create is made for the inquisitive of heart and inquiring of mind, those who are individual, creative and are passionate about what they do. So we look to work with celebrities with a similar mind set and build relationships with them based on friendship and mutual appreciation. Celebrities such as Paloma Faith is always a delight to work with, and MTV presenter Tanisha Long, who is one of our newest EE celeb-recruits, is someone who we admire and love, so it was great to see her repping some Eclectic Eccentricity pieces at Melbourne Fashion Week last month.

People who dismiss Norwich as a fashion destination should take a closer look, as the range of goods being produced here is incredibly diverse, from clothing designers and fashion labels to home wares, paper goods, art and everything in between.

Some of my favourites include the amazing faux fur stoles by House of Handmade; I brought one of Emma

Bosanko's longer dark brown fur stoles last year and it became a winter staple. Ladies' clothing designer Chloe Kent is incredibly talented and her clothes look fit for the catwalks of London and New York.

Her tailoring is exquisite with a perfect feminine cut. Bohemian Love Story create the most divine whimsical fripperies for your hair and are ideal for any soon-to-be brides. For the gents, there's the ultra cool menswear label Iron & Pin. And so the list goes on.

Then there is the annual Norwich Fashion Week, an excellent way to promote upcoming designers to a larger audience. The vast array of events going on during the week really puts the spotlight on the importance of Norwich fashion and the wealth of talent there is to be found locally. We've been involved with several

Norwich Fashion Weeks over the past few years and it's a fantastic way to engage with your local market.

Here at Eclectic Eccentricity we are approaching our busiest season as Christmas is just around the corner. We are also finalising our spring collection and we have an extra special piece, which will be part of our recent COSMOS space collection, launching this month. There's always something on the go and the office is forever a hub of activity!

The variety and skill of craftsmanship in Norwich is just going to get better. With the calibre of students graduating from the Norwich University of the Arts and many new designers coming on to the scene through events such as Norwich Fashion Week, the Clutter City Fair and Norwich Makers Market, hopefully this will continue to inspire even more to join the Norwich creative ranks.



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