

Best in show!

If you are looking for something gorgeous, but different, for your home or a gift, a certain Aylesbury boutique has just been voted Best New Business in the Aylesbury Vale Business Awards and is totally worth a visit, says Janice Issitt...

Holy Cow Home! has many reasons to celebrate. Not only are they passing their 6-month anniversary, the shop has just been voted Best New Business in the Aylesbury Vale Business Awards and with Diwali just around the corner, they are marking the 'festival of lights' by holding a pre-Christmas shopping event to coincide with the Aylesbury lights switch-on (19th November) from 12th to the 19th November.

Customers will be treated to special offers on items throughout the shop, plus free gifts and complimentary refreshments, to provide a pleasurable shopping experience for those looking for something unusual and individual this festive season.

If you haven't yet visited this delightful independent emporium on Aylesbury's Cambridge Street you are in for a fantastic surprise! Their ethos is that no two people are the same, so no two homes should be either and they love to 'celebrate the different, flourish in the eye-catching and excel in the unique.'

Run by local businesswoman Poonam Gupta, Holy Cow Home! is a cornucopia of delights for the home and garden, set within the quirky back streets of historic Aylesbury, where you can find all manner of treasures,



hand-sourced from the four corners of the globe, ranging from one-off pieces of antique furniture, vintage hand-stitched kantha quilts from Jaisalmer in Rajasthan, antique lighting and hand-painted china from Morocco, to colourful handbags, linen scarves and exquisite hand-dyed woollen rugs made by the nomadic tribes people of Afghanistan.

Poonam herself is originally from East London, she moved out to Aston Abbots near Aylesbury when her husband, who is a doctor, came to work at a practice in Tring in 2000.

"Coming from a Hindu background the cow is seen as a holy animal," says Poonam, "but the expression 'Holy Cow!!' is one of surprise, which I thought apt for our shop as there are always lovely surprises in store here! It's constantly changing too, so you never know what to expect at Holy Cow Home!"

"We took a leap of faith. We were sharing the shop with another lady and when she left we had to make the decision as to whether we had something that Aylesbury Vale would appreciate.



Poonam Gupta with her Business Award

"We started out with gift items and have gradually expanded our range to include larger pieces of home furnishing as well. We aim for items you can't find anywhere else in this area, lovely things that we would like in our own homes.

"Now six months down the line, the good people of Aylesbury and surrounding areas are getting to know us and really seem to be pleased that we are here. They tell us that Aylesbury has been longing for an independent shop like this, to bring a different flavour to the town centre."

Poonam is keen to ethically-source her products: "We thoroughly scrutinise our suppliers, and choose recycled and reclaimed items when possible," she says. "It not only helps communities around the world to live more sustainably but also keeps their carbon footprint as light as possible. You can now furnish your home with beautiful individual pieces from Holy Cow Home! whilst helping out your fellow human beings in generations to come!"

Holy Cow Home! also offers an 'On the

Hunt' service for people who are looking for that elusive treasure to complete their home. Whether that's a large item of antique furniture from a far-flung land, or a tiny trinket with an ethnic story to tell, you can pop into the shop and set them the task of finding it for you! Now there's a challenge...

Why not pop in and see for yourselves what makes the award-winning Holy Cow Home! such a breath of fresh air and grab yourself a one-off bargain at the same time!

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