

Something Special in the heart of our High Street



Something Special has become a household name in Edenbridge over the years as THE place to go to for cards and gifts, first opening its doors on the High Street in October 1999.

The shop is owned and run by Linda Madagan who deals with all the administration side of the business, and Karen Ebers who is the product lady. Their support team, a lovely group of local ladies, have been working at the shop for years and have all become familiar faces to regular shoppers.

Difficult to believe but when Something Special first came about in the 1970s, the concept of having a combined card and gift shop was unique and Karen's father, David Brockdorff, was the man who came up with the idea. The original branch first opened in St. Helier, Jersey, in the 1970s with a second branch opening in Oxted in 1994. The Edenbridge shop now remains the only branch of Something Special.

Product buyer Karen is constantly on the look out for new lines that fit with the current offering. It's a big industry and Karen regularly attends trade fairs, supplier open days, trade association events, reads all the trade publications and researches on the internet as well as networking with other product buyers to make sure she's one step ahead of the competition.

Karen is also on the panel of judges for both the card industry's annual awards, The Henries, and the Gift of the Year annual awards. She is a familiar face in the trade industry publications, regularly being interviewed for articles. As well as all that, she is also part of a buyers' panel for card publishers wishing to connect with their market and provides advice on consumer requirements.

"Being a judge has opened up another side to the industry for me," said Karen, "It's really widened my horizons and I get to see what is going on in the whole world of retailing, not just in Edenbridge."

It's no wonder Something Special remains an award winning shop with all the research and expertise behind the products sold there, as well as the excellent customer service you receive when you visit the shop.



Their range of glassware, china, photo frames, leather and more are constantly changing. They have gift ranges for men as well as women. They sell everything for weddings and parties so make Something Special your first stop this Christmas and keep it local. What's more, as they are part of the Eden Valley Loyalty Card Scheme you'll also get a stamp for each £10 you spend.

Something Special, 62 High Street, Edenbridge, TN8 5AJ. Telephone 01732 867 299. You can also find them on facebook and twitter to get all the latest updates.

