

Resolute Londoners hit Ukulele store in preparation for self-isolation

Tuesday 17 March, 2020

Italy has shown that music is the best remedy in times of crisis, and Londoners are also getting in tune as it seems it wasn't just hand sanitiser and toilet roll in high demand last weekend. Duke of Uke, the UK's specialist ukulele store in London's Brick Lane area, have experienced an increased demand for Ukuleles from shoppers looking to take up a new '*isolation hobby*'. Eager first time buyers packed the hip East London music store, excited to get their hands on the classic Hawaiian instrument for the very first time.

Company director Matthew Reynolds commented '*Now that people are bracing themselves for spending an extended period of time at home, they're looking to take up new activities too, and the Ukulele is perfect for that.*' With a growing number of people wanting to reduce the amount of screen time in their leisure hours, taking up the Ukulele could be the perfect pastime.

'Once people have reached the limits of their Netflix subscription, we hope they'll be discovering the limitless possibilities of the Ukulele!'

In the light of recent social distancing measures and government guidelines, Duke of Uke is now encouraging people to shop at their online store rather than visit the flagship London store in person.

'This is a challenging time for us all, but we'll continue to provide an excellent online service with free home delivery to music lovers across the country, plus online ukulele lessons for people who are newly discovering the Ukulele while in isolation.'

Media:



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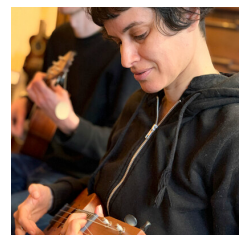
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