

A Guide to Diagon Alley



Harry Potter & The Role Playing Game

Version 1.0

Jack Fraser

Daily Prophet HQ

Shop type: Newspaper Printers

Location: Diagon Alley

Exterior: An unassuming building, without a formal shopfront.
The only indicators that this is anything other than a residential house is a formal plaque next to the door, and a dispenser for the Daily Prophet on the street outside.

Interior: The interior is significantly larger than the exterior, and houses a full magical printing press, as well as several offices for the prominent journalists.
The office of the editor is on the second level, but with a large window capable of overseeing the entire operation.

Proprietor: **Barnabus Cuffe**
The editor-in-chief of the Daily Prophet for several decades, Barnabus Cuffe is an affable gentleman – always seen wearing an impeccable suit and tie underneath a formal wizarding gown.
His affable demeanor is, however, mostly for show and beneath the surface he is a man consumed with the need to accumulate and gather power and influence. He will let nothing (let alone the truth) get in the way of his media empire.

Inventory: Daily Prophet (x8)

Eeylops Owl Emporium

Shop type: Owls

Location: Diagon Alley

Exterior: A huge number of vertical poles stand outside this shop. During daytime, a multitude of different colour owls occupy them, cooing and hooting to one another.

Interior: Inside, the ceiling reaches all the way to the rafters, creating a very tall (if narrow) space for the owls to fly. Birdcages line the wall, though the owls themselves seem to roost in special nooks in the walls above headheight.

Proprietor: **Frank Blumenthal**

A dour faced man, who seems not to care for humans whatsoever. Where possible, he uses a single word to answer a question, before returning to his owls.
He only ever cracks a smile when talking about his birds, which are his whole world. He will refuse to sell an owl if he believes it will be maltreated.

Inventory: A pet owl costs £1, though some of the finer species cost significantly more.

Floreat Fortescue's Ice Cream Parlour

Shop type: Ice cream parlour

Location: Diagon Alley

Exterior: A handful of chairs and small tables, with sunshades, all a light duck-egg blue sit outside the storefront, which (on sunny days) is fully opened to expose the interior to the outside world.

Interior: More chairs and tables are inside the brightly lit interior, along with a front desk harbouring thousand of flavours of ice-cream – a multicoloured medley of flavour and sweetness.

Proprietor: **Sylvian Fortescue**

The twin brother of the eponymous original proprietor, Sylvian is an elderly man in his late 90s: balding and with a hooked nose.

Though elderly in appearance, he harbours a twinkle in his eye and a spring in his step. A Wonka-esque pioneer of flavours, he seems much younger than his advanced years.

Inventory: Icecream costs x5 a scoop.
If you can imagine a flavour, they have it, no matter how odd.

Flourish & Blotts

Shop type:	Books
Location:	Diagon Alley
Exterior:	A well kept storefront, with a clean window that allows one to see the bookshelves inside. A number of placards out front advertise new arrivals and special offers.
Interior:	A central desk is surrounded by hundreds, thousands of books, stuffed into bookshelves which line every wall. There us a set of stairs up to another level (with yet more books), and several small stepladders float up to customers to help them reach high shelves.
Proprietor:	Sam Garret A severe looking woman with small glasses – your stereotypical high school librarian. Though fierce looking, she takes delight in helping people find the books they need.
Inventory:	There is a link to this inventory at blotts-Books

Gringotts Bank

Shop type:	Bank
Location:	Diagon Alley
Exterior:	An enourmous marble clad bulding. A set of marble steps lead visitors up into a giant pillared rotunda with a sky-blue roof.
Interior:	The vast entryway opens up into a large hall, lined with goblin tellers stacking and counting piles of gold and jewels, or seeing to customers. The proprietor sits on a raised dias in the centre of the hallway. Behind him in a secured area is the entrance to the lower vaults.
Proprietor:	Grp'tar An aging goblin, who serves as the primary point of contact for new arrivals, before directing them to a teller or into the vaults. His eyes hold suspicion for everyone, and he has a distrustful, dismissive air.
Inventory:	N/A

Leaky Cauldron

Shop type:	Pub & Inn
Location:	Diagon Alley
Exterior:	An old fashioned inn, above the dorr is mounted a hanging caldron, perpetually pouring a purple fluid out of it.
Interior:	Surprisingly modern, the wood-panelled bar area is clean and the smell of cooking food pervades. There are several private parlours behind the bar area.
Proprietor:	Hannah Abbot A blonde lady in her early forties, with a smiling face and kind eyes. Though mostly an unassuming landlady, under the surface is a trained battlemage – as a member of the DA she faced Voldemort and his Death Eaters. She is currently married to Neville Longbottom.
Inventory:	Soup of the day (x10) Hearty Meal (£4) Butterbeer (£2) Fire Whiskey (£2)

Madam Malkin's Robes for All Occasions

Shop type:	Clothing
Location:	Diagon Alley
Exterior:	A simple, yet stylish storefront. The wooden panelling is freshly painted black, and shines in sunlight. The display window showcases three mannequins in the finest outfits for witches and wizards. The sign above the door simply reads <i>MM</i> in a fancy font.
Interior:	Clothing racks towards the front of the store hold numerous robes and outfits of different types. Towards the back of the store is an open area where customers go to get measured for custom orders.

Proprietor: *Madam Malkin*

An effortlessly beautiful half-veela, everything she does is suffused with elegance and grace.

She treats every customer as if they were the centre of her entire world, her warm words layered with kindness and compliments.

Inventory:

There is a link to this inventory at [malkin-List](#)

Magical Menagerie

Shop type: Pets

Location: Diagon Alley

Exterior: The front window of the shop has been converted into a display containing a Murtlap burrow, such that you can see the underground structure pressed between the glass plates

Interior: The interior contains rows upon rows of cages and tanks of various sizes, some containing entire ecosystems inside them.

Proprietor: *Tom Cove*

A short, squat and unusually ugly man, with a mess of black hair and lopsided and mishapen features.

What he lacks in good looks, he makes up for in charm and personality. A natural salesman and a people person, he drives a hard bargain.

Inventory:

There is a link to this inventory at [petList](#)

Ollivander's

Shop type: Magical wands

Location: Diagon Alley

Exterior: A tall, narrow building barely wide enough to fit two people abreast. The green sign above the door has the name written in large golden letters.

Interior: Narrow and cramped, with every wall covered in row upon row of wandboxes. The light is suffused with magical energy.

Proprietor: *Jenna Ollivander*

A young woman in her early thirties, though with a shock of grey-white hair which sticks out at odd angles.

She is excitable, and has a nervous energy as she darts around her shop, jumping and skipping as she goes. Though the boxes have no labels, she seems to be able to find whatever she is looking for.

Inventory:

Ollivander's has all normal wands for sale at £5 each.

To buy a wand, you must roll on the wand table.

Quality Quidditch Supplies

Shop type: Brooms

Location: Diagon Alley

Exterior: A large window display prominently shows the latest model of broomstick, as well as mannequins wearing the uniforms for some of the larger quidditch teams.

Interior: Wall-mounted racks hold many different broomsticks, and a number of snitches buzz around in the air buffeting into customers.

Proprietor: *Seamus Finnigan*

An Irish gentleman, in his mid-forties and the lack of hair to prove it.

Deeply passionate about quidditch, he will talk for hours to customers about their purchases, and ensure they have exactly what they need.

Inventory:

There is a link to this inventory at [qqSupplies](#)

Rosa Lee Teashop

Shop type: Food & Drink

Location: Diagon Alley

Exterior: A quaint little teashop, with a purple exterior. A large window opens onto the kitchen-area, showing a set of enchanted kitchen tools preparing fresh cakes.

Interior: Inside is an explosion of colour – paisley tablecloths and tartan teapots, with polka dot chairs. Nothing matches, and everything is garish – and yet it somehow manages to avoid crossing the line into tacky.

Proprietor: *Rosa Lee*

A short, plump lady dressed all in purple – including dyed purple hair.
Homely and kind, she takes joy in feeding people, and will often slip an extra slice onto the plates of those she thinks are a bit malnourished.

Inventory: Afternoon tea (£5)
Slice of cake (x15)

Slug & Jiggers Apothecary

Shop type: Alchemy

Location: Diagon Alley

Exterior: The outside of the shop is almost entirely obscured by a thick rolling fog that seems to be coming from a top floor window. Every few minutes, there's a loud *crack* sound, and the colour of the smoke changes – usually accompanied by some choice curses.

Interior: Inside the air is clean and fresh, and smells of fresh picked grass and other herbs.
Various alchemical supplies line the walls in neat little jars, meticulously labelled.
The centre of the room has some larger merchandise – cauldrons and alchemical filters.

Proprietor: *Jemima Poffley*

A young woman in her mid-twenties, with closely cropped hair and a large pair of glasses.
She has a nervous stutter, and seem unsure of herself – until she starts talking about alchemical ingredients, at which point she becomes filled with confidence.

Inventory: There is a link to this inventory at [alchemyList](#)

Sugarplum Sweetshop

Shop type: Sweets

Location: Diagon Alley

Exterior: The window is stacked full of displays showcasing sweets and treats – from old favourites to the newest imports.
A goblin employee outside stands with a tray of free samples, attempting (though mostly failing) to entice people inside.

Interior: An amazingly stocked, traditional sweet shop. Enormous jars filled with goodies line every wall, and children dart around filling up paper bags with their favourite sweets.

Proprietor: *Jo King*

An elderly man, with bright blue hair, and only a single tooth.
A talks with a lisp, but is full of vim and vigour. He has a special (non creepy) fondness for children, and delights in finding them new sweets that they have never experienced before.

Inventory: Acid Pops (x12)
Bertie Botts Every Flavour Beans (x5)
Chocolate Frogs (pack of 3 - £1)
Fizzing Whisbees (£1)
Licorice Wands (x15)

The Junk Shop

Shop type: Various

Location: Diagon Alley

Exterior: The exterior of this shop is almost non-existent – it is simply a door wedged inside a great mound of crates stacked outside the front of the shop, obscuring everything else about the building and spilling out onto the street.

Interior: A dark, fusty and cramped interior, the room is filled with rows upon rows of shelves covered in what is almost entirely rubbish.
The stuff does not smell, but it comprises of broken pottery and dented metal plates, Threadbare blankets and two-legged chairs.

Proprietor: *Lomp*

Unmistakeably a man with significant amounts of giant blood in him, Lomp stands a full 7 feet tall, and seems almost as wide.

Matted blond hair falls to his mid back, and his outfit is an insane medley of colours and styles. His fingers have an assortment of rings and other decorations (most of which are hideous and obviously made of actual rubbish).

He is very possessive of the stuff in his shop, and gets very defensive when it is insulted as useless.

Inventory:

There is a link to this inventory at [junkList](#)

Weasley's Wizard Wheezes

Shop type: Prank shop

Location: Diagon Alley

Exterior: A prominent shop, right on the street corner, made even more noticeable by the large weasley-esque statue mounted atop the frontage. This statue is known to make rude gestures and blow raspberries at passers by.

Interior: A wide open shop floor, with a cacophany of noise as George prances round, demonstrating his wares. Small alcoves are found at the back where the pricier items are held, and in the front are vast vats of their best selling items.

Proprietor: *George Weasley*

A one-eared, red-haired jokester, who spends most of his time playing pranks on his customers, rather than trying to sell them anything.

Unusually, however, this business model has turned out to be an incredible success, and George and his brother Ron have turned this into a successful business.

Inventory:

There is a link to this inventory at [weasleyList](#)

Wiseacre's Wizarding Equipment

Shop type:

Location: Diagon Alley

Exterior:

Interior:

Proprietor:

Inventory:

Borgin & Burke's

Shop type:

Location: Nockturn Alley

Exterior:

Interior:

Proprietor:

Inventory:

Cobb and Webb's

Shop type:

Location: Nockturn Alley

Exterior:

Interior:

Proprietor:

Inventory:

Mulpepper's Apothecary

Shop type:

Location: Nockturn Alley

Exterior:

Interior:

Proprietor:

Inventory:

Shyverwretch's Venoms and Poisons

Shop type:

Location: Nockturn Alley

Exterior:

Interior:

Proprietor:

Inventory:

The Coffin House

Shop type:

Location: Nockturn Alley

Exterior:

Interior:

Proprietor:

Inventory:

White Wyvern

Shop type:

Location: Nockturn Alley

Exterior:

Interior:

Proprietor:

Inventory:

Warcasters

Shop type:

Location: Venter Alley

Exterior:

Interior:

Proprietor:

Inventory:

Simon's Simple Shields

Shop type:

Location: Venter Alley

Exterior:

Interior:

Proprietor:

Inventory: