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Stylesheet

Norfolk's best boutiques and loveliest labels, by Rachel Buller

Talking shop

Inspired by fond childhood memories of the Norfolk coast, Gone Crabbing has become an instantly recognisable and eye-catching brand.

Creator Susie Mason (pictured right) says her seaside shop, which opened less than a year ago, is attracting both loyal locals and visitors keen for a tasteful memento.

What inspired you to open a boutique? Gone Crabbing is now in its fourth year of trading and we needed the business to have a home – a flagship shop – where all our products could be seen under one roof, which we have now at Burnham Deepdale. I had a clear vision of how I wanted the shop to look and have been thrilled to see this materialise.

What is Gone Crabbing's style? Fun, quirky, colourful, young and totally unique.

Who are your customers? Everyone! The shop has enabled us to really get to know our customers, who are not just visitors to our county – we have a very loyal Norfolk customer base too. We cater for all age groups – rompers for the babies, a huge choice of T-shirts and hoodies for children and adults, with an array of great designs. We offer a great choice of tea towels, aprons and oven gloves for everyone's Mum or Granny, and many other giftware items, including mugs, stationery and soap for all those birthday and Christmas presents.

What's your bestseller? That's a hard question – our Naughty Nipper hoodie is hugely popular with the children and the adults have snapped up our "Don't be crabby" hoodies. However we have sold out of our beach hut tea towel several times this year – it reflects everything that is perfect about a day on a Norfolk beach.



Which three pieces are essential buys from Gone Crabbing's current collection?

A lovely, cosy hoodie for either children or adults takes you through chilly summer evenings to brisk dog walking in the winter – or perhaps one of our great tea towels to remind you of blissful summer days on the beach, and our beach hut mug for that essential cup of tea!

What is the price range? Our cheapest product is a badge for £1, and our most expensive is £49.99 for a beautiful, solid silver crab and snake chain necklace.

Do you have a best buy for £10 or less? We have some end of line bargains – some of our adult T-shirts are currently on sale for £9.99.

Which other Norfolk boutiques do you love and why? I am truly grateful for all the support Norfolk has given my business and I am therefore a great supporter of keeping shopping local and keeping my carbon

footprint as low as possible too. So I try to support our local village shop, post office and butcher whenever I can, and tend to look for gifts and clothing in our lovely market towns. Why travel miles when we have so many great businesses offering everything we need right on our doorstep?

What are your other interests? As a family we are keen watersport enthusiasts, particularly waterskiing. I am a passionate gardener, which is lucky as we have a huge garden with a wildflower meadow. I love travelling – when we retire Richard and I are going to buy a camper van and travel Europe – the garden will just have to turn back into a natural wilderness!

Open all year round, Monday to Sunday, from 10am to 4pm in winter and 10am to 5pm in the summer.
Gone Crabbing, 7 Dalegate Market, Burnham Deepdale, PE31 8FB;
01485 211111;
www.gonecrabbing.co.uk

Do you know any fashion news or events that would interest the readers of EDP Norfolk? E-mail details to rachel.buller@archant.co.uk