

LEZIATE

# Colin the Crab is set to become a Norfolk brand

By ANNABELLE DICKSON

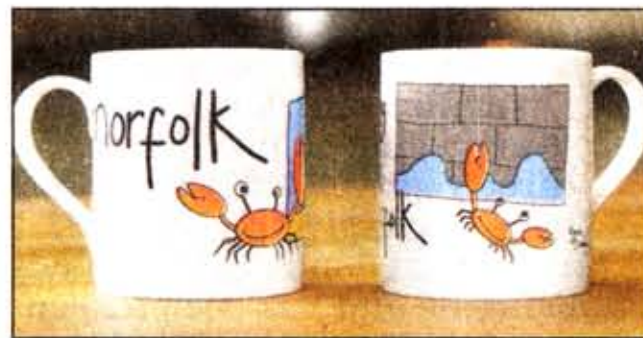
A Norfolk souvenir business has captured the imagination of tourists and Norfolk natives.

Gone Crabbing, a brand of T-shirts, hoodies, mugs and postcards which feature Colin the Crab, was set up by Susie Mason from her home in Leziate, near King's Lynn, last year.

Now the distinctive orange crab, who is depicted "hanging around" in "bootiful Norfolk" on the merchandise, can be found in more shops across the county, with additional stockists putting in orders this year.

Mrs Mason will also run a stall at events across the county this summer with her family helpers, who are behind the exciting new Norfolk brand. Not only has it had a great response from Norfolk but people from as far afield as Australia are also sporting the look.

"It has really taken off and now it's a question of keeping up with the orders", she said. "It is the response we've had from people in Norfolk - it's so nice that somebody is saying something positive about Norfolk. We've got a great county here. It has just evolved. Once we started, all



these ideas just seemed to follow.

"The crab will be on everything. I didn't want it to be a coastal product, it's a Norfolk product. It's quite quirky and we made him quite fun."

With the popularity of the business Mrs Mason has found that there are not enough hours in the day.

Having started from small beginnings, it is with the help of her family, including her children Georgie and Rory, that the business has grown.

She said: "It's very family, we are all involved with it. My children are amazing; they help me out. They have got great ideas as well. I can bounce ideas off them as they are a different age group.

"It has just grown. If I'm really honest I just wanted something that would earn me a bit of money. I am amazed how it has taken off.



**ORANGE IMAGE:** Susie Mason and some of her Gone Crabbing range.

"I can see there is huge potential. But I want to do it in a quality way, I want time to think about it."

The idea started with T-shirts when Mrs Mason realised there was a gap in the market, but she then moved into good-quality hoodies.

"Because of our weather, people wanted something warmer," she said. "It is a bit young and fun and better quality. It's supposed to be comfortable and it's supposed to be wearable. It's not supposed to be a fashion statement at all."

With no business background but a job as a personal assistant, she started the enterprise with very little experience.

"What I would like to get across to others is that it is possible to step outside the box. It is not as scary as you think," she said. "When I was ringing graphic designers I thought they were going to think I was so stupid."

There are now plans for aprons and tea towels which will also carry the Gone Crabbing brand.