

Susie Mason and her team have created a highly individual and stylish clothing and giftware company. **Stephen Teverson** reports >>

Susie's Gone Crabbing



Norfolk roots: Some of the Gone Crabbing products, including hoodies, badges, mugs and tea towels.

<< The Gone Crabbing range is catching on.

Susie Mason and her team have worked hard to build up stockists and this Easter opened their own new outlet at Dalegate Market in Burnham Deepdale.

Susie sees this as a further opportunity to display her iconic product range in the landscapes that have provided her inspiration.

Over the past few years, the team have begun to establish the Gone Crabbing brand across the country and, after exhibiting at Spring Fair International at the NEC, Birmingham, stockists in other parts of the UK are now embracing the range.

Items from the Gone Crabbing selection will be sold in Suffolk, the Isle of Wight, Wales and throughout the south-west this year.

Susie, aged 48, describes herself as a, "Norfolk gal"

– and says that it was her love of the British coastline and her knowledge of the tourist market which led her to create "Gone Crabbing". She lives in a pretty cottage in rural Norfolk with her partner Dicki, two children Georgie and Rory, and their four dogs.

This season's range includes established favourites such as "Hanging around in Norfolk", the welcome by customer demand of former favourite 'Norfolk Nipper' in the hoodie and T-shirt collection and new designs, "Norfolk Crabbing Crew" and "Watch out – Nippers About!". The clothing range has been re-designed this season, offering new sizing for teenagers alongside the adult and children's garments as well as new romper suits and toddler T-shirts, featuring fun "Happy Crabby" and "Little Nipper" motifs.

Tea towels are back in abundance with, "Perfect Day", "Sea Life" and "Gone Sailing" topping the bill. These new designs are also echoed in the new postcard collection, bone china mugs and badges.

All in all, these are exciting times for Susie, who has overseen her original Norfolk inspiration developing into a recognisable brand selling throughout the country and never failing to surprise and delight her many customers.

Susie says: "It's wonderful that my business continues to grow – the colourful and quirky Gone Crabbing creatures are always so popular – and we have plans to develop more characters and widen our product range. We're looking forward to the coming season and enormously appreciate the support Gone Crabbing enjoys from locals and visitors. We always recognise Norfolk as our roots as a company – this is where it started."

■ See www.gonecrabbing.co.uk





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