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textile designs and then me going off and working out how to sell and promote them,' says Simon. 'At first we just went for designs and colourways we liked ourselves, because we thought that if the worst came to the worst, we would be using this fabric around the house for years. But thankfully the fabrics sold quickly and it became very exciting. The same is true of when we started using the fabric for our own products: seeing the first set of curtains and cushion covers was inspiring for both of us.'

St Jude's first fabric collection launched last autumn, with three of Angie's ranges – Dandelion One and Two and Seedheads. The launch generated so much interest that the couple soon realised that they would need more space for the business, as they were both working from their country cottage, complete with Angie's studio in the back garden. They started looking for a workshop, but came across a double-fronted Victorian shop in Aylsham with a showroom at the front and work space at the back. They fell for it, and at once the idea of opening their own shop was added to their business plan.

The St Jude's shop and gallery opened last January, selling not just the fabrics but also mid-century furniture, contemporary ceramics and other pieces for the home, most of them sourced by Simon. It has the feel of a stylish front room, as if an extension of the couple's home. Yet it is also a gallery, selling a range of prints by contemporary artists alongside pre- and post-war artists and designers including Edward Bawden and Eric Ravilious. Angie's own prints, meanwhile, are sold by a small network of other galleries, including the Bircham Gallery in nearby Holt.

The shop certainly has the same flavour as Angie and Simon's own house – an amalgamation of three estate workers' cottages that is also called St Jude's. 'He's also the patron saint of lost causes,' says Angie, 'so we thought it would be a good



idea to have him on side.' Parts of the house date back to the 1700s, although it has been much added to and adapted over the centuries.

Simon and Angie moved to St Jude's about six years ago. They had known and loved Norfolk for a long time, after many weekend trips up from Hackney in London, where they lived for many years, and Simon held fond memories of family holidays in the area. They first lived in a cottage at Weybourne, closer to the coast, but eventually decided they would like to be further inland, away from the summer rush on the coast road, and a little closer to Norwich. They also wanted a larger garden and more space for home working....

above St Jude's curtains, cushions and lampshades add splashes of pattern to the living area
above left These cushion covers in Seedheads fabric are made from Angie's screen-printed textiles
far left Parts of the house can be dated back to the 18th-century
opposite The interiors are Fifties-influenced; bespoke furniture was made by specialist maker, Anthony George [01263 588 040]

