

Upfront
Grand Master
St Jude's



top The bathroom retains a period feel with wood panels and exposed brick offsetting another of Angie's screenprints left Cushions from the new range, Doveflight, that St Jude's has developed in collaboration with the artist and print-maker Mark Hearld

'We felt it was worth putting in the extra investment to get things right because we were planning to be here a long time'

at expanding sales by working with a small network of independent interiors shops around the country. At the same time, they are also starting to collaborate with other artists and designers on new fabric ranges. They are developing a design with Will Brown of clothing maker and workwear company Old Town, based locally in Holt. Will Brown and his partner Marie Willey are old friends of Angie and Simon, and they played a big part in helping to get St Jude's textiles off the ground. Then there's another new line, Doveflight, designed with artist and print-maker Mark Hearld.

'The idea is to work with other designers and artists who haven't usually handled textiles before, and bring them into a different medium,' says Angie. 'That's what really gives an interest to it. We're

hoping to evolve this mix of my designs, which will be perhaps three-quarters of the collection, and a small family of other designers, like Will and Mark. I really like working on the designs and can give it a continuity but it's also great to collaborate with other artists.'

Unusually, St Jude's will be paying royalties to their other designers while always trying to keep a tight control over every aspect of the business with a big emphasis on craftsmanship and its British roots.

'It's about buying something that isn't in every department store across the country,' says Angie. 'And it's about doing it ourselves rather than just selling ideas to big textile companies. St Jude's will always be close-knit.'★

St Jude's (01263 736 777; stjudes.co.uk)