

Customer Case History Number 2



Ancient craft inspired back to life by Norfolk

Janine Corn has brought the ancient craft of hand felting back to life with a range of wool accessories using some of the rare and minor breeds of sheep in Norfolk.

The Woolly Cushion Studio began in 2006 with the backing of Defra's Rural Enterprise Scheme and the British Wool Marketing Board.

Drawing on the traditional skills of hand knitting, sewing, embroidery, natural dyeing and felting, Janine dreamed up a range of products inspired by the coast and countryside of North Norfolk.

She is based in the village of South Creake along a shallow valley of the River Burn which rises to the south of the village. Sheep similar to the Soay breed of today have grazed the area since the Iron Age.

Norwich, around 30 miles away, used to be one of the richest cities in the country with skilled felt makers and a weaving industry fed by spinners from nearby towns and villages.

Yarn was woven into worsted twills and silk-figured woollens and exported from Great Yarmouth. Worsteds cloth was spun from long-stapled wool into a harder yarn to make finer,

lighter cloth. One of the tea cosies is shown below and it illustrates clearly how Janine, a graduate in textile design from the Loughborough University School of Art & Design, has drawn her design inspiration from the natural colours and shapes of the Norfolk landscape.

Her product range is surprisingly wide and includes jewellery, purses, throws and cushions some of which are pictured on her website.

'I work with a wholesome approach for the environment and aim to use British wool, particularly from local farms to add a sense of locality to my accessories.'



Check out Janine's web site:
www.woolcushion.co.uk or contact her
by telephone on 07778 591140