

Talking shop

Name of store: Calladoodles

Address: 18 The High Street, Carshalton SM5 3AG

Tel: 0208 669 6219 / calladoodles.com



Handmade in the High Street

By Janet Donin

JUST a stone's throw from the picturesque pond in Carshalton Village is an artists' enclave that's attracting designer craftspeople from far and wide.

Calladoodles opened 18 months ago and is the brainchild of Clare Callahan, who despite a formative career in the housing sector has a creative flair inherited from her artistic family. She's also friends with a bunch of designer/makers whose handmade items she promotes by offering them rental space in Calladoodles to sell their work.

"We ensure designer-makers have everything they need to strengthen their brand and sell successfully with minimal risks," says Clare.

Among the favourites are Tobyboo, featuring unique appliqué pictures and cushions, while Ann Claydon specialises in vintage fabrics, which become lovely lampshades, and for dog-lovers there's the Edwyn collection of cushions to doorstops. Pictures by well-known local artist John Stillman are also on offer as well as a variety of carefully chosen mainstream products from ethically-sound wholesalers.

Clare is committed to combining creativity with retail and is very much involved with UKhandmade, a not for profit organisation that helps designers and makers to set up in business. Calladoodles also supports the local charity HELPP, which assists parents caring for children with mental and physical health problems, by donating £1 for every Sass & Bell fabric owl sold.

Left: Dog-lovers will love these bone-shaped cushions from £55 and key rings from £5 by Edwyn Above: These attractive appliqué pictures start from £15; cushions from £35; both by Tobyboo Below: Pictures by local artist John Stillman, which start from £65



SURREY LIFE READER OFFER:

Surrey Life has teamed up with Calladoodles to offer readers a 10 per cent discount on a selection of products until Wednesday November 30, 2011. To take advantage of this offer, please take a copy of *Surrey Life* with you when visiting the shop.

10% OFF!