

breeze women in business

Mother and daughter **Heather and Joanne Dickenson**



started their adventure as business partners nearly three years ago.

Heather originally from Norfolk moved to Nottingham as a teenager and has worked in the textiles industry most of her life. She brought up Joanne and her sister Helen as a single parent and they were her inspiration for setting up **Homecraft Interiors** over sixteen years ago. The business originated in the garage of the family home but quickly expanded to a shop on Central Avenue, West

Bridgford. When Joanne joined the business in 2006 Homecraft was already a well known name in lots of homes across Nottinghamshire for creating beautiful Soft Furnishings with a helpful and friendly service, a second shop was soon opened in Raddcliffe on Trent.

With Joanne joining the team and with her experience as a buyer for M&S they quickly expanded the products they offered, now when visiting Homecraft you can have the full interiors experience with the ability to buy everything from mirrors, tables, lighting as well as curtains and blinds. Obstacles were faced by the partnership when they were told in 2007 that they were unable to renew their lease in West Bridgford, however with quick thinking and hard work they rose to the challenge and opened a new shop on Bramcote Lane, Wollaton. The Wollaton Branch is now approaching its 1st anniversary on 18th April and the future is bright for the Homecraft team, Heather is developing new relationships with domestic and commercial customers and Joanne is furthering her education with a second degree, the Interior Design course will open more opportunities and offer a better and complete service.

Celebrating our 1st Anniversary Saturday 18th April



**Family run business
Established over 15 years.
Offering a bespoke service of
handcrafted curtains & blinds with
complimentary collections of
homeware, furniture mirrors,
wall art and lighting**



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CURTAINS
SOFT FURNISHINGS
AND HOMEWARE