

JULY 25TH,  
2014



# NEWS FROM THE HIVE

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wool & honey  
yarn, fiber and other sweet delights

## **CHRISTMAS IN JULY**

Hello, dear friends!

Midsummer is upon us and what a gorgeous time of year it is. The weather, although cool and rainy for longer than we thought earthly possible, has taken a turn toward the spectacular. Between a staggering response to our **Sleeping Bear Yarn Club** (*we're up to 100+ members!*) and the *constant* flow of traffic in the store, we are hap-hap-happy to say that this is the best summer we've ever had. EVER.

*(Of course, having a young apprentice in-house makes every day that much more magical.)*



*Sasha, 14 months, on the south shore of Little Glen*

While we hope you're spending every *minute* of your spare time soaking up summer with reckless abandon, we also know that five months from today is the culminating event for generous knitters everywhere. The holiday season, while it may be just a frosty glimmer on the horizon, is slowly approaching. And we know, because we've had the same conversations with so many of you year after year (after year), that **this is the year you're going to do it right**. No more knitting-induced carpal tunnel that sidelines you for the entire month of January. No more Christmas Eve all-nighters (because we probably don't need to remind you that you're not 19 anymore.) No more last-minute, caution-to-the-wind, unrealistic projects that leave you sweating, swearing and wondering whether they'll even like it. (You can't knit a pair of socks for everyone in your office, your daughter's piano teacher and your husband's boss's brother if you wait until Thanksgiving weekend to start. We know. We've tried.)

The holidays, regardless of your specific traditions, are meant to celebrate the sacredness of humankind. Gift knitting isn't about obligation or about one-upping your sister-in-law. It really can just be stripped down to this: your two hands making something--big or small--for someone who matters in your life. A 'thank-you' to the teacher who spends every day with your son--and the person who finally taught him to enjoy reading. A little something for the neighbor who always waters your plants and picks up your mail while you're on vacation. Your mother's favorite nurse--the only one who can get her to take her meds.

**Without question, our 12 Knits of Christmas is the best it's ever been.** The focus is on gifts that you'll be ecstatic to give, whether it's because they're knit with yarn you've never seen before (they are), they all require less than two weeks to complete (they do) or because they're fresh takes on classic knitted gifts (they will be).

**There's more.** (Of course.) We'll be giving away two *outrageous* prizes to two very lucky knitters.

**1.)** For each ambitious customer who purchases ALL 12 kits, you'll be entered into a drawing to win a **12-month subscription to our exclusive Sleeping Bear Yarn Club (a \$563.35 value!)**

**2.)** For each kit ordered, you'll be entered into a separate drawing for a \$100 gift certificate to Wool & Honey, either in-house or online. (Ordering 3 of the same kit? That counts as 3 entries!)

And it all starts today.

*Read all about our first project below.....*

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## **THE 12 KNITS OF CHRISTMAS: CHUNKY CABLED PILLOWS KIT**



When you picture your happy place, what does it look like? A tropical paradise? The bustling streets of Paris? The sparkling blue waters of Lake Michigan? I think the happiest place I could imagine is tucked into my home on a crisp September evening, on the couch with my husband, my daughter and my cat, Sal. We've started a fire in the wood stove and there's a hot cup of tea within reach. We've got an oversized blanket draped over all three of us...and of course, there's a new project on my lap! This trio of pillows would be a perfect addition to that cozy scene. Chunky, cabled and quick-to-knit, we suggest the unique palette of Quince & Co. Puffin, a superbulky singles yarn that is both rustic and modern, and would make a statement in any living room, regardless of decor. On one side, there are three puffy cables and on the other, three handsome wooden buttons to secure the envelope closure. The pattern includes instructions for both a 12" x 16" or a 16" x 16" pillow cover.

**Each kit will make one pillow and includes an easy-to-read pattern, three handsome wooden buttons and enough yarn in your choice of colors (Honey, Bird's Egg or Storm) to knit one pillow.**

Order the Pillow Kit **[HERE](#)**.

Interested in just the PDF pattern? Find it **[HERE](#)**.

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**Loving what you're seeing?** We're thrilled to introduce that we've recently become a flagship store for American-made yarn company, Quince & Co. We're even happier to say we think there's nothing else quite like it. We're honored to have been chosen as one of their partners

(the only one in Michigan, to be exact!) and we're committed to showcasing their gorgeous yarns and patterns as often as we can. **You'll be seeing a lot more of Quince around here, starting with a MAJOR party the weekend of August 8th & 9th.** More details to follow, but the store will be centered around Quince & Co. the entire weekend, when we'll be debuting new patterns, new samples and introducing new yarns to our permanent collection--just in time for fall.

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*Wool & Honey is a bricks-and-mortar yarn shop located in Cedar, MI,  
just 15 minutes west of Traverse City,  
 smack dab in the middle of The Most Beautiful Place in America.  
 We love cherries, wine, beautiful beaches and you guessed it--yarn.  
 Can't stop in to see us? We ship worldwide every day.*

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