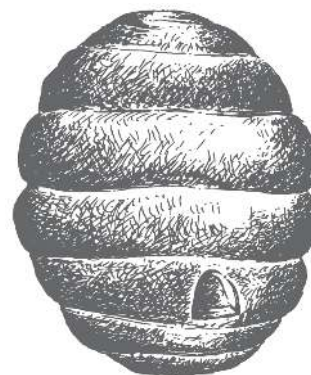


NOVEMBER 10TH,  
2017

# NEWS FROM THE HIVE

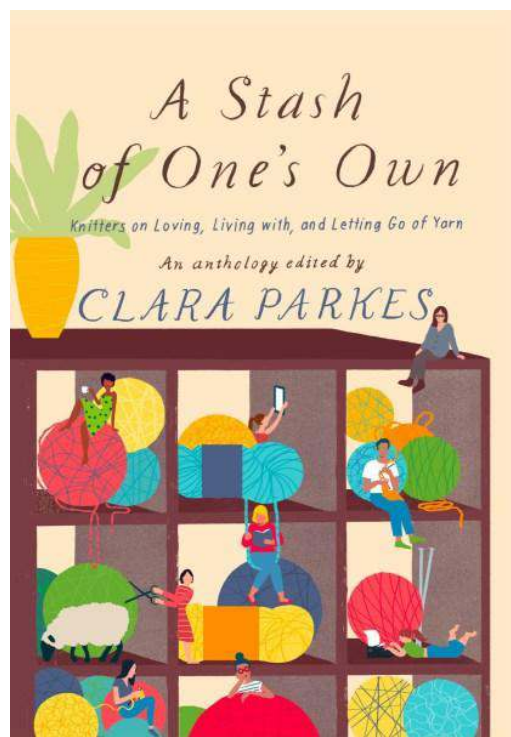


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**A STASH OF ONE'S OWN:**  
KNITTERS ON LOVING, LIVING WITH, AND LETTING GO OF  
YARN



This is, without a doubt, **one of the best books** on knitting I've read in recent history--perhaps *ever*. It's not some sort of flippant excuse for purchasing yarn with reckless abandon or a dismissive laugh so we can continue to sneak our yarn into our homes in unmarked packages. It's a series of raw, well-intended essays from some of our favorite knitters on what their yarn collections mean to them, literally and figuratively.

The stories in **A Stash of One's Own** represent and provide validation for knitters' wildly varying perspectives on yarn, from holding zero stash, to stash-busting, to stockpiling masses of it--even including it in estate plans. These tales are for all fiber artists, spinners, dyers, crafters, crocheters, sheep farmers, shop owners, beginning knitters to yarn experts, and everyone who has ever loved a skein too hard to let it go.

**This book** is just the thing for anyone on your list--the perfect gift for the knitter who has it all.

Find **A Stash of One's Own** **HERE**.

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**FARMHOUSE CANDLES:**  
**HOLIDAY SCENTS BACK IN STOCK**



Oranges pierced with whole cloves + chewy molasses cookies warm from the oven + tart cranberry relish that makes your jaw tingle + fresh-cut stacks of perfumy pine branches dragged through a powdery mound of snow + that magical feeling that comes around at the end of every year that somehow makes me feel bigger feelings than I already do about the beauty of everything around me.

For some of us, the holiday season can't come fast enough (hint: it's me), but in some social circles, it's sacrilege to turn on the Christmas music before Thanksgiving. No one in my house puts up a fight, though, when I spark up one of our **Farmhouse Candles**--in fact, they were so excited to see the seasonal scents I brought home, we quibbled over which one to light first. **Cranberry + Spruce** and **White Fir + Cypress** (as well as a whoooooole lotta **Heirloom Pumpkin** and **Treemoss + Cedar!**) are back at the shop for the entirety of the season. They're poured in small batches, burn for 50 hours and they're divine. Click on the link below--they're under the 'Gifts' section of our website--to have a bit of classic Midwestern Christmas arrive straight to your doorstep--it's never too early to start filling your home with the scents

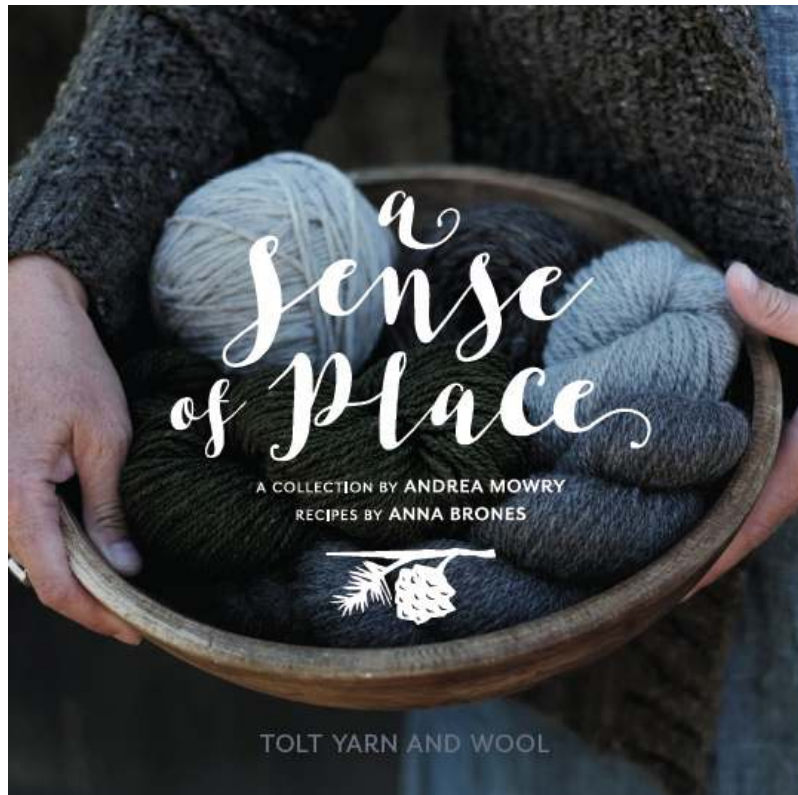
of the season.

Find our **Farmhouse Candles** **HERE**.

Find our **Sweet Botanicals Collection** **HERE**.

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## **A SENSE OF PLACE**



We are honored to introduce one of the newest books of the knitting world, published by a sparkling gem of a yarn shop owner, Anna Dianich of **Tolt Yarn and Wool** of Carnation, WA. **A Sense of Place** includes four new patterns for the whole family designed by our very good friend, Michigan knitwear designer, **Andrea Mowry of Drea Renee Knits**: Oxbow Cardigan, featuring **Brooklyn Tweed Quarry**; Full Circle Cowl, featuring Thirteen Mile Worsted; Jubilee Hat, featuring Green Mountain Spinnery Mewesic and Snoqualmie Valley Yarn; and Local Roots Mukluks featuring **YOTH Father**. Alongside the patterns are three delicious recipes by **Anna Brones of Comestible**, that bring the fall harvest inside and onto our tables.



Find **A Sense of Place** **HERE.**

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## THE HOLIDAYS AT WOOL & HONEY

Well, it's official. The snow is here. November gales turned dour yesterday and we woke up this morning to a frigid 20 degrees. As hard as it is to say

goodbye to the summer sun and a long stretch of beautiful fall colors, winter is when we knitters really thrive. Hot cocoa in hand, in front of a crackling fire, our laps piled high with wool: it's knitting season.



Thanksgiving is just two weeks away....already. A time of year when we're reminded to slow down and be thankful for the things and people we have.  
And that means *you*.

Each and every one of you plays such an important part of our lives. We can't imagine where we would be--as shop owners or people--without your influence. You each bring your own spark to this community--our hive--and we love you for it. ***Thank you!***

Thanksgiving weekend is also the official kickoff to the Christmas season and we know that some of you dread it. Between the cards, the cooking, the parties, the obligations, the rush....it's exhausting.

*It doesn't have to be that way.*



Here's a thought: instead of rushing around Thanksgiving weekend, scrambling for the best deals at all hours of day and night, why not spend a little time on yourself? Instead of beating back the crowds, wouldn't you rather spend your precious weekend doing what you love? How about spending a whole weekend with other knitters, finishing (or starting!) a few knitting projects--and picking out unique gifts for everyone on your list?

We're here to help you manifest the best Christmas season you've ever had.

We know December is jam-packed--it always is. Our goal is to help you tackle that long to-do list with simple gift ideas, kits to knit (or to give!) and offer these at an incredible value to help ease the pressure in the weeks to come. This year, let's spend the holiday season focusing on **joy**.



\*\*\*\*\*

**Friday, November 24th, Black Friday**

10 am to 5 pm

20% OFF storewide\*

\*from 10 am to 2 pm ONLY

20% off? Yup. It's the only time ALL YEAR when we'll have a sale on regularly priced yarns, patterns and gifts. And it's only from 10 to 2. Come in throughout the day to sit and knit with us--we'll have hot coffee and treats, ideas and knitting fellowship--our idea of a perfect kickoff to a holiday weekend.

**Don't live locally?** At the same time, we'll be having **an online sale**--stay tuned for a coupon code in your inbox early on Friday, November 24th.\*

*\*These sales, of course, will be on a first-come, first-serve basis and limited to what's in stock. No special orders, no additional discounts.*



\* \* \* \* \*

**Saturday, November 25th: Small Business Saturday--**

9 am to 5 pm

double punches all day long

+

free holiday gift for every customer

(while supplies last)

Double punches mean for every dollar spent, it's worth two dollars on your Wool & Honey frequent customer card--it's the best way we could think of to honor our loyal, local following. Once your punch card is full [\$250 spent in the store,] it can be redeemed for a \$25 gift certificate....which would come in handy, both during the rest of the holiday season or for yourself in the New Year. The free gift you'll be receiving? You're welcome to keep it or give it as a gift--and cross off one more person on your list!



\* \* \* \* \*

**Monday, November 27th: Cyber Monday**  
an exciting surprise we've been waiting to introduce for  
**YEARS**

Truly. This surprise has been years in the making...and that's all we're going to say about that. Watch your inboxes first thing on **Monday, November 27th** for all the details.

Starting to feel festive? You just *wait*.



**WOOL & HONEY**  
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<http://www.woolandhoney.com>

*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.*

[www.woolandhoney.com](http://www.woolandhoney.com)

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