

NOVEMBER 22ND,  
2015



# NEWS FROM THE HIVE

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## THANKSGIVING WEEKEND: NOVEMBER 27TH & 28TH

Snow has officially fallen in Northern Michigan! After a blustery night Thursday (and a few flickers!) we woke up to a dusting covering our lawn, porch and cars...we've had several inches fall overnight and are waking up now to real winter weather. And so begins the holiday season.

Next weekend is Thanksgiving....*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.

Next 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 next 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 27th, 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 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.

\* \* \* \* \*

**Saturday, November 28th: 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 30th: Cyber Monday**

**surprise new yarn, patterns**

+

## a deal that will knock your handknit socks off

...and that's all we're going to say about that. Watch your inboxes first thing on Monday morning for all the woolly details.

\* \* \* \* \*

### **Saturday, December 5th---Christmas Party** **5 pm to 8 pm** **treats, holiday merriment and a special knitty gift**

This Christmas party will be full of some of our favorite ways to have a party--snacks, sweet treats, bubbly--but it also will be our January Sweater KAL kick-off party.



*The Lucia Hoodie, by Carrie Bostick Hoge--our January 2016 KAL selection*

We'll have our Lucia Hoodie on display, as well as sample skeins of all the colors of our featured yarn, the Fibre Company Cumbria, so that you can pick out your sweater for the January 1st cast on. We know it's hard to wrap your mind around thinking about yourself during the holiday season, but please do. We like to think of it as the carrot at the end of the rope--once you've got all your holiday knitting out of the way, your fingers will be itching for a long winter's project--something for you. (This would also be a suggestion to your sweetie if they're looking for a gift for you!)

A quick reminder: **the entire pattern book and the Knit-A-Long yarn will be available to you at 15% off**--an incredible way to knit a sweater for yourself at a brilliant price.

We'll be taking pre-orders for a week and offering this phenomenal deal to our online customers who'd like to participate from afar, so watch for more details in the next few weeks.

**Happy, happy Thanksgiving, friends--from all of us here at the shop.**

We love you!

THE 12 KNITS OF CHRISTMAS:  
HARVEST BASKET



*Let us set the scene for you....*

You have yarn tucked into every square inch of your house. Under the bed, in your closet, in your husband's closet, in that beautiful cupboard in the dining room you bought an estate sale just for your stash, in the garage freezer (don't ask!)....let's just say you've got yarn and you've got a lot of it. And sometimes displaying your newest collection of hand-painted sock yarn "artfully" in a basket isn't what everyone else in your family had in mind when they said the house needed more art.

Here's where the knitted basket comes in to play. Not only is it beautiful (do you see how each stitch of the variegated yarn looks almost like a little painting?), but it's functional. Knitted baskets work wonderfully as project bags on the coffee table, a catch-all for the front entry way, a bowl for washcloths in the bathroom. We thought that the burnished copper look of this particular colorway, Tobacos, reminds us of Indian corn, which would

show off perfectly a stack of linen napkins on your Thanksgiving table.

Each **kit** will make one knitted basket and includes an easy-to-read pattern and two skeins of Malabrigo Mecha in Tobacos.

Order the Harvest Basket Kit **HERE**.

Interested in just the PDF pattern? Find it **HERE**.

## **THE KNITS OF CHRISTMAS:** **CABERNET COZY**



In need of a quick hostess gift? What do you get for someone who has it all? Wine lovers in your life? This weensy sweater might very well be the answer to all of your "what to knit?" questions for those especially hard to shop for. It's fast, it's cute, it's downright comical. In fact, we DARE you to bring this to your next holiday party unnoticed--we guarantee it'll be the hit of the party. So much so, we're pretty sure your host will leave

the sweater out as winter decor long after the calendar changes over to 2016.

Not a wine drinker? This miniature sweater would make a lovely ornament for your tree. Not enough time to knit a full size sweater? Knit this small version and wrap it up under the tree with an IOU for the adult version. Grandson that is going through an "I-Don't-Wear-Handknits" stage? Knit a little pocket on the front and tuck in a Best Buy gift certificate.

Each **kit** will make three wine bottle cozies, include an easy to read pattern and three mini skeins of Baa Ram Ewe Dovestone DK in your choice of Warm (red, orange + yellow) or Cool (green, blue + purple) colors.

Order the Cabernet Cozy Kit [HERE.](#)

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

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We know that Life--is about taking time to enjoy the everyday, as well as all the other obligations we have, day in, day out. It's not hard at *all* to get caught up in the shuffling and the planning and the just plain *busyness* of it all... and to gloss over the daily joys, forgetting about why it is that we do what we do and just like that, the moment is gone. While we we were planning for the next season.

One of the greatest gifts we have as knitters is to spend a little time every day with our tools, our minds, our hands, some quiet and *make*. Making a tiny sweater for the first grandchild that's growing inside your daughter's belly. Making a pair of mittens to keep your best friend's hands warm out on the cross-country ski trail. Making a sweater for the guy who finally gave you that ring.

It doesn't have to be big. Or complicated. Or expensive. (We've found that a simple garter stitch dish cloth and a handmade soap tied with a ribbon makes a wonderful wedding/housewarming/thank-you-for-being-my-postmaster gift, time after time after *time*.)

What a gift should be, however, is heart felt. Which is why we're starting now with our celebrated **12 Knits of Christmas** (in its eighth year, if you can believe it!) We've

written 12 patterns for the hands, home and heart that, if you start now, will give you plenty of time to create meaningful gifts while rejoicing in the everyday.

**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 *six outrageous* prizes to six very lucky knitters.

**1.)** For each ambitious customer who purchases ALL 12 kits, you'll be entered into a drawing to win a **\$250 gift certificate to Wool & Honey**, either in-house or online.

**2.)** For each kit ordered, you'll be entered into a separate drawing for **three (3) \$25 gift certificates, two (2) \$50 gift certificates and one (1) \$100 gift certificate to Wool & Honey**, either in-house or online. (Ordering 3 of the same kit? That counts as 3 entries!)

\* \* \* \* \*

### **Knit One: Bee Cozy**



### **Knit Two: Breton Bebe**



Breton Bebe

**Knit Three: Third Coast Hat**



Third Coast Hat

**Knit Four: Lazy Daisy Mitts**



Lazy Daisy Mitts

**Knit Five: Dunegrass Cowl**



Dunegrass  
Cowl

**Knit Six: Scholarly Stripes**



Scholarly  
Stripes

## **Knit Seven: Collegiate Cables**



Collegiate Cables

## **Knit Eight: Harvest Basket**



## **Knit Nine: Cabernet Cozy**

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Mailing List



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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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