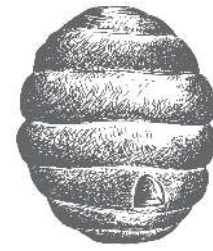


OCTOBER 19TH,  
2016



# NEWS FROM THE HIVE

[THE WEBSITE](#)

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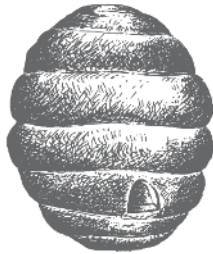
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WOOL & HONEY

YARN



FIBER

AND OTHER SWEET DELIGHTS

## WELCOME, ARBOR

We are so excited to introduce a brand new yarn we've been keeping a secret for *months...*

Meet **Brooklyn Tweed Arbor**, a DK-weight workhorse yarn, worsted-spun for superior strength and stitch definition, and dyed in a nuanced palette of 30 solid colors.



Shop **Arbor** at Wool & Honey **HERE**.  
We have **all 30 colors** in stock and ready to ship.



**Guernsey Wrap**

Purebred Targhee sheep from Montana and South Dakota lend their distinctive fleece, a finewool with the softness of merino enhanced by longwool genetics for added durability. Jagger Brothers, an historic mill in southern Maine, spins the fiber into a round and springy 3-ply that loves to cable and shows textural stitchwork to maximum advantage. Saco River Dyehouse, an organically certified dyeworks operating nearby, provides the custom skein-dyed palette with minimal impact on the planet.

Thanks to its worsted construction, **Arbor** produces a denser, sturdier fabric than our woolen-spun yarns. The fibers have been

combed straight and carefully aligned before spinning, rather than jumbled to trap air. Garments knit from **Arbor** will weigh more and drape more heavily than those knit from Loft or Shelter.

Brooklyn Tweed currently works with two different dye houses, G. J. Littlewood & Sons in Pennsylvania for Loft, Shelter, and Quarry; and Saco River Dyehouse in Maine for **Arbor**. Both dye houses select their dyes by choosing options that yield the best color results at the best dollar value while still adhering to the standards set by the EPA. Littlewood uses an acid dyeing process while Saco River uses petroleum-based dyes. Regardless of the type of dye used, each dye house is able to correct the pH of their resulting waste water, as well as monitor for proper temperature, before releasing the waste water into the respective local waterway.



**Terra**

The **entire Arbor pattern collection** will be here next weekend at the trunk show and can be viewed **here**.

We can't tell you how thrilled we are, both with this new yarn, **Arbor**, and with the fact that we are now a **Brooklyn Tweed Flagship Store**.

We hope that you'll share in the excitement with us **next weekend** as we welcome Brooklyn Tweed founder + creative director, Jared Flood, as well as knitwear designer, Julie Hoover to our store for a weekend full of good food, good friends and the best of the best in American-grown yarn.

*(read more below...)*

*photos courtesy of Brooklyn Tweed*

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**BROOKLYN TWEED EVENTS AT WOOL & HONEY**  
**OCTOBER 28-30TH, 2016**



This **weekend-long trunk show**, featuring special guests **Jared Flood and Julie Hoover**, will serve as a sneak peak of what's to come as Wool & Honey joins the carefully curated list of **Brooklyn Tweed flagship stores** around the world.

### **Cocktail Party**

On **Friday, October 28th**, 25 ticket-holders will receive exclusive goody bags, have the first pick of the trunk show and listen to Jared and

Julie talk a bit about the Brooklyn Tweed story. We'll be celebrating in the way we always do--with plenty of style!

### **Trunk Show**

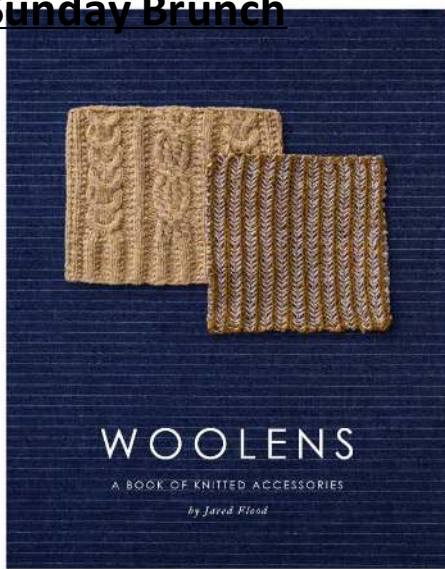
On **Saturday, October 29th** from 12 pm to 4 pm, we'll be hosting a Brooklyn Tweed trunk show all day long. There will be patterns galore, samples to try on, and of course, yarn-glorious yarn!



***The cocktail party + brunch tickets have sold out, but Saturday's events are open to everyone.***

**Arbor**, Brooklyn Tweed's newest yarn, will be making its debut at our event. This yarn is so new and so special--it's something that even lifelong Brooklyn Tweed fans haven't seen yet. Jared will be there to sign copies of his newest book, **Woolens**, which can be found **HERE**.

# Sunday Brunch



On **Sunday, October 30th**, we'll have a brunch at The Granary (a century-old renovated farmhouse, just six miles north of Wool & Honey,) where 25 ticket-holders will receive goody bags, eat a farm-fresh brunch, and knit with Jared and Julie while they share a few tips & tricks on knitting, designing and the process involved in creating a yarn company.



Welcome, Fall!

*photos courtesy of Brooklyn Tweed*





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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.*

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

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