

OCTOBER 7TH,  
2016



# NEWS FROM THE HIVE

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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.

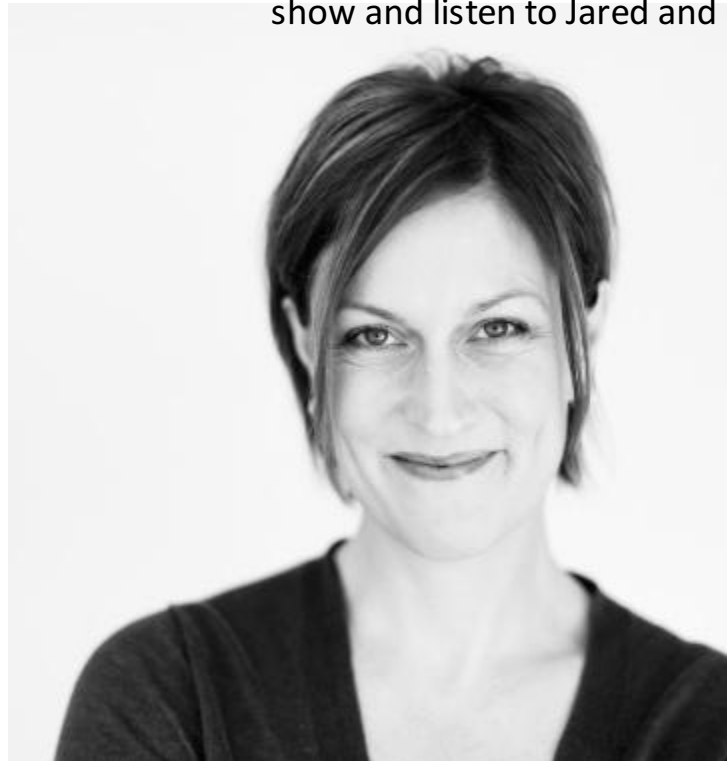
### **Cocktail Party**

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! **Saturday's events are open to everyone.**

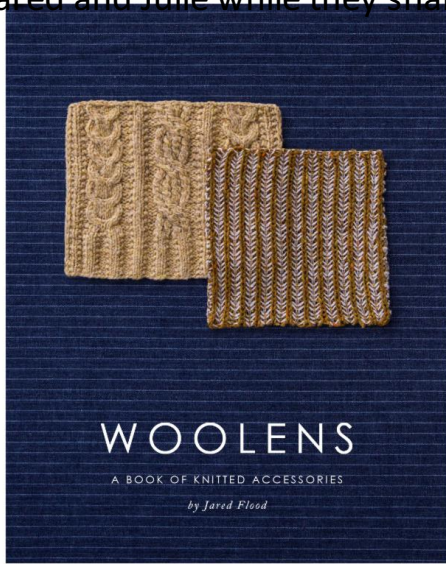


There will be a *monumental* surprise making its debut at our event--something that even lifelong Brooklyn Tweed fans haven't seen yet. Jared will be there to sign copies of his newest book, **Woolens**, which can be found **HERE**.

### **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.



**Lottery signups** for the cocktail party and brunch will go on sale today, October 7th at 10 am EST and can be found **HERE**.



Already planning your next (or first!) Brooklyn Tweed project? What if your perfect sweater project could meet you at the trunk show? Watch your email on Monday--we'll be taking pre-orders (as well as announcing a special class with Julie!) for the entire Brooklyn Tweed collection next week to arrive just in time for the trunk show.

Welcome, Fall!

## THE 12 KNITS OF CHRISTMAS: STAPLE STRIPES HAT



If you had to pick a handknit wardrobe staple, what would it be? By now, you've certainly heard of a capsule wardrobe--a wardrobe comprised of versatile, quality pieces that look good alone and together; they're the building blocks you reach for every time you get dressed. (The white t-shirt, the chambray shirt, the perfect jeans + wedge sandals are a good place to start.) Sure, you can add pieces every season (that's where the speckled shawls come in--thank you, Stephen West!) but the essence of the capsule wardrobe are the fundamentals and foundation pieces that are classic, season after season, made well and make you look like a million bucks.

Insert the **Basic Slouch Hat**. For knitters, is there a more basic wardrobe staple than a hat? Chilly October morning? Throw on a hat. Taking the pup for his evening walk? Throw on a hat. Need to disguise your less-than-restful-night when you're on school drop-off duty in the morning? Throw on a hat. We're especially excited about this one, as it works for both women and men. (Cross another person off your list!) It's simple, it's luxurious (hint: it's the cashmere!) and we can't imagine a more fitting yarn to knit the quintessential hat than YOTH Yarns Big Sister. Sturdy yet luxurious, YOTH Yarns are lovingly spun and dyed in the USA. Run by our dear friend

Veronika with the help of her entire family, the company aims for quality, transparency and ethical sourcing in everything they do. We are proud to be one of YOTH's original stockists and proud to represent their brand in the Midwest.



**Each kit** will make one unisex adult hat and includes an easy-to-ready

pattern and 1/2 skein each of YOTH Yarns Big Sister, a dk-weight blend of superwash Merino wool, cashmere and nylon.  
Choose your colors and leave them in the "Notes to Seller" spot at checkout.  
*(Our sample is shown in Sea Salt + Kale.)*

Order the Staple Stripes Hat Kit [\*\*HERE.\*\*](#)

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

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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-dogsitter 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 ninth 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.

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 three outrageous prizes to three very lucky knitters.



**1.) For each ambitious knitter who purchases ALL 12 kits, you'll be entered into a drawing to win a Brooklyn Tweed Oshima Sweater kit, in the color of your choice. (A \$200 value!)**

*The sweater was designed by Jared Flood, who we'll be **welcoming into the shop in late October**, as well as introducing the Brooklyn Tweed collection to the shop!*

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

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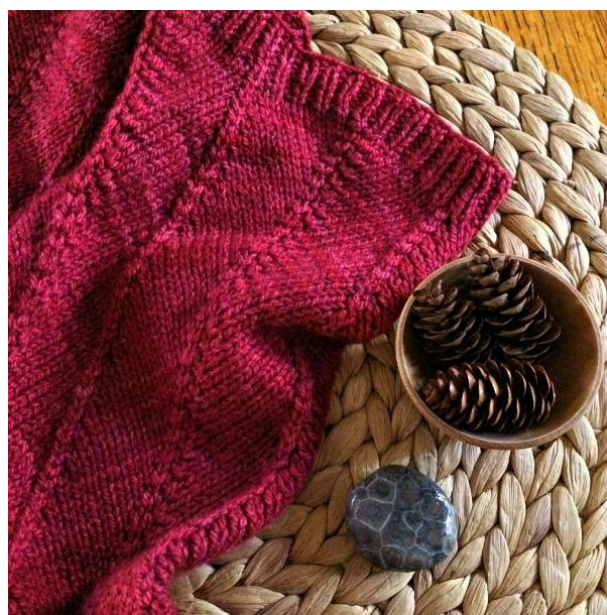
**Knit One: French Vanilla Shawl**



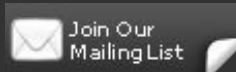
**Knit Two: Sinterklaas Stocking**



**Knit Three: Christmas Chevron Cowl**



## **Knit Four: Staple Stripes Hat**



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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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