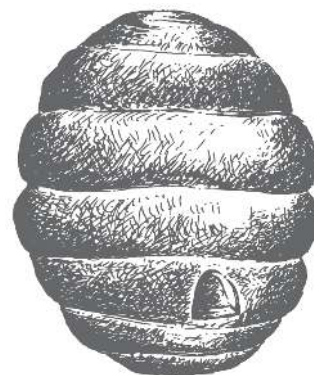


SEPTEMBER 20TH,
2018

NEWS FROM THE HIVE



[THE WEBSITE](#) [INSTAGRAM](#) [THE BLOG](#) [FACEBOOK](#)
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THE 12 KNITS OF CHRISTMAS:
THE ALPINE SLOUCH



During these wild, frenetic times in which the fast keep getting faster, overtime workweeks are commonplace (if not expected) and immediate gratification is still not enough, we become more confident every day that the Scandinavians have discovered the Secret to Life. More moderation, more peace, more phrases for cozy, relaxing and 'that intoxicatingly euphoric feeling you experience when you're first falling in love' than we can even list.

(The word for that is 'Forelsket', FYI.) Knitting, we're certain, is the straightest path to a zen-like state. You can't force hygge of course, because that would be counterintuitive (relax, darn it!), but picking up needles and letting your mind unravel with every stitch, well, it's a lifestyle we can get behind.



We wanted to create **a hat** that encompasses all we love about knitting itself: simple lines, traditional roots, a bit of mental challenge (yet not too much to be taxing!), good wool and beautiful colors-and we're pretty proud of the fact that this one checks off all those boxes. With a huge range of slouchability, you can adjust the hat's length based on your hair's volume, your affinity for the 1970's and where you feel you may (or may not!) fall on the hipster scale. Keep the slouch to a minimum for a more fitted look or keep it extra slouchy (with 11 inches of slack, as pictured here) for maximum effect.



This hat is a throwback to both the 1970s ski culture (think A-frame lodges,

Lopi sweaters and red, slope-worthy bellbottoms) and our Swiss Check Hat pattern, a beanie-style hat knit with fingering weight.



Highlands



Swiss Alps



Icy Fjord



Norwegian Winter

Find the **Alpine Slouch Kit** **HERE**.

Find the [Alpine Slouch Pattern HERE](#).



Find all of the [12 Knits of Christmas kits and patterns HERE](#).

NEW BROOKLYN TWEED COLORS:
[PUMICE, YELLOWSTONE + ICEBERG](#)



We can't remember the last time **Brooklyn Tweed** added new colors to their core yarn line (Shelter + Loft), but oh MAN, were these worth the wait!



Pumice: Coastal cairns. Foggy shorelines. Pumice nestles nicely in the midst of our grey colorway family. Neighbored by Sweatshirt and Snowbound, Pumice completes a serene gradient with its tweedy mid-grey blend and occasional mote of black. Garments knit with Pumice find a natural home in wardrobes composed of cool neutral hues.

Pumice Shelter can be found **HERE**.

Pumice Loft can be found **HERE**.



Iceberg: Glacial horizons on a clear summer day. Iceberg is a pale icy blue that radiates a cool, cheerful brightness. Flecks of aquamarine, turquoise, and cerulean are under-lit with creamy white that makes Iceberg appear to glow from within. Consider illuminating neutrals, like Fossil or Snowbound, to pair with Iceberg for playful peerie bands.

Iceberg Shelter can be found **HERE**.

Iceberg Loft can be found **HERE**.



Yellowstone. Warm moss agate, freshly collected from the river valley. Yellowstone blends many a warm shade of gold, rust, and umber in an organic harmony that exudes a beguilingly rustic appeal. Yellowstone's earthy undertones pair well with darker hues, such as Pumpnickel, and strike a pastoral note when given the chance to stand alone.

Yellowstone Shelter can be found **HERE**.

Yellowstone Loft can be found **HERE**.



Not sure what to knit with these beauties?

Read more about our **Wool & Honey KAL**
beginning on October 15th below...



Find our entire selection of **Brooklyn Tweed** **HERE**.

THE WOOL & HONEY SWEATER:
A FALL KNIT-A-LONG



October 15th-November 15th, 2018 **Wool & Honey Sweater Knit-A-Long**

September 20th-27th: Order the yarn and needles now through September 27th. Everything will arrive in the store (or straight to your doorstep!) with plenty of time for you to cast on by October 15th. When you're done, we'll expect to see finished shots of you and your sweater! Email us at thebuzz@woolandhoney.com, use #woolandhoney AND #woolandhoneysweater **on Instagram** or post on our **Facebook page**.

Help every Thursday: We'll be devoting our Thursday evening Open Knitting to the **Wool & Honey KAL** October 15th-November 15th--we'll be here to help you if you get in a rut or need help navigating the pattern, but primarily it'll be a chance for us to motivate each other.

15% Discount: the needles AND the yarn. We'll be knitting ours with **Brooklyn Tweed Loft**, a fingering weight wool yarn that's 100% grown, spun and dyed in the USA. Need to order needles? Give us a call at (231) 228-2800 or send us an email-we'll set you up with what you need.



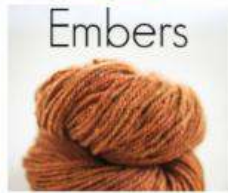
Prizes: EVERY single participant who completes their sweater during the time frame will receive a *NEW* style of our signature bee journal in a *NEW* color--a custom heirloom from Ted Gilmer of Leelanau Trading Company--a \$40 value) AND every single participant who completes their sweater within the time frame will be entered in a drawing to win a **Knitter's Backpack** in the winner's color choice--a \$94 value.

**These are-- *without a doubt*--
the biggest prizes we've ever awarded for knit-a-long
finishers.**



This **Knit-A-Long kit** includes 5-8 skeins of **Brooklyn Tweed Loft** and an easy-to-read pattern. Please include your color chose and Ravelry user name in the 'Notes to Seller' section upon checkout--you will receive both a digital and physical copies of the pattern. We may have limited stock in your preferred color. If so, we will order immediately from BT HQ and let you know if there is a delay in your order.

** Please note that Embers, the colorway Andrea used in the original sample will NOT be available for the Knit-A-Long. We are completely sold out and it will be backordered for another six weeks. Our sample is Hayloft and was knit by our good friend Melissa Littlefield, who can be found on IG as knittingthetash. **





Sign up to join the **Wool & Honey Knit-A-Long HERE.**

Find our entire selection of **Brooklyn Tweed HERE.**



WOOL & HONEY

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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