



...from Wool & Honey!

Greetings, friends!

So. Here we are, again....**the 12 Knits of Christmas 2010!** We're exactly 12 weeks away from Christmas Eve--can you believe it? No? Well, good--that's what the 12 Knits of Christmas is all about!

If you're a first time reader, welcome! We're glad you're here. If you've been with us since the beginning, thanks again for your continued support--we wouldn't be here without you! **At Wool & Honey, we believe that the best way to celebrate the holidays is with a handcrafted gift.** Something special--a little slip of a silk scarf, a pair of fuzzy, wooly mitts, a handknit ornament--that with a little time, a little money and a little foresight, could become the most treasured gift you give all year.

Every Friday, you'll receive an email revealing a special pattern we've written--one that we've deemed "do-able" within the course of a week. These patterns are super simple, and there's a reason (Well, several.) You've got kids. Fall sports. Dogs. You're working 40-plus hours a week. We want you to feel like you can actually get something *done* during these crazy weeks leading up to the holidays. With 12 full weeks ahead of us, if you pace yourself and try your best to keep up, you'll have a nice collection of gifts come December 25th.

This year, there are several ways to knit for everyone on your list. The 12 Knits are being sold as kits--kits complete with yarn, needles, pattern and Wool & Honey project bag. You can purchase one for delivery right to your doorstep or you can reserve one for pick-up at **the shop**. And for those of you who've got a mountain of stash to knit through, we're offering a pattern-only option below as well. Within 24 hours of your purchase, your pattern will be e-mailed to you in an easy-to-read PDF format that you can save and print as many times as you'd like. You can make your purchases easily just by clicking on the Paypal buttons below. Interested in additional color choices? Call us at **(231) 228-2800** for our latest selection--we're sure to have several options you'll love.

Don't have a Paypal account? It's super simple, quick and undoubtedly the most secure financial institution online today. Log on to their website at **www.paypal.com** to get started--all you need is an email address and a form of

payment (credit card or bank account). And if online transactions still make you a little uneasy, we'll be happy to take your payment information over the phone--call us at (231) 228-2800.

* * * * *

But here's the best part: for every single purchase you make (pattern, kit, additional yarn, etc), your name will be entered to win one of:

Three \$25 gift certificates

Two \$50 gift certificates

- and -

One \$100 gift certificate

to Wool & Honey!

(either in-house or on the [soon-to-be-available] online shop)

The more 12 Knits of Christmas purchases you make, the better your chances of winning--**there is no limit to the number of times you may enter!**

Winners will be announced on December 26th.

* * * * *

Week One: Classic Christmas Mittens



According to my friend Marilyn, "there's just nothing that says Christmas quite as well as a pair of red mittens." We think so, too. Just like Grandma used to make, these mittens are knit with a tweedy wool/angora blend that will be sure to keep the wearer toasty warm. Knitting up at 3.5 stitches to the inch, you can easily knit these holiday classics in a few days.

Classic
Christmas

Classic
Christmas

Classic Christmas
Mittens

Mitten Kit



This kit includes the yarn, needles, pattern and an adorable project bag to carry your knits, as well as USPS Priority Shipping right to your doorstep.

Price: \$29.99
Shipping: \$5.99



Classic Christmas Mitten Kit (without needles)

Price: \$21.99
Shipping: \$5.99



Mitten Kit (For Pick-Up)



Calling all local yokels! This kit includes yarn, needles, pattern and an adorable Wool & Honey project bag. We'll have your kit stashed behind the shop counter for you to pick up at your convenience.

Price: \$29.99



Classic Christmas Mitten Kit (For Pick-Up) (without needles)

Price: \$21.99



(Pattern Only)



So you've got a ton of stash to knit through, but you've been looking for the quintessential bulky mitten pattern--this one's for you! Your pattern will be emailed to you in a convenient PDF format within 24 hours of your purchase.

Price: \$1.99



I know it's early, but getting started on your holiday knitting now--before the snow flies--is the best way to prepare for the busy season ahead, whether you celebrate Christmas, Chanukah or Winter Solstice. Remember that knitting under pressure leads to stress *and* stress injury--and anyway, knitting's supposed to be fun!

In addition, I'll also be available for free help and advice on Sunday afternoons from 1:00-3:00 p.m. Bring your 12 Knits and your questions--I'll be sure to have a pot of coffee on!

Best,

Melissa

***There are a limited number of kits available every week. Purchasing your kit early insures you receive the kit in a timely manner. If kits become unavailable or sold out, you will be contacted immediately via email with the options of:

- 1.) a replacement color
 - 2.) a slight delay in shipment due to stock reorder
- or
- 3.) a full refund

***Shipping method is USPS Priority Mail--we know you want your kits as quickly as possible!

***Just like all Wool & Honey patterns, The 12 Knits of Christmas are for personal use only. Knit a pair of mittens for yourself, your postmaster, heck, knit a pair for each of your 15 grandchildren. Please remember, though, that these patterns belong to the shop and are protected by copyright--they are not to be knit for profit. But you knew that, right?

Questions? (231) 228-2800

Email Marketing by

