



YARN

SLEEPING BEAR YARN CLUB

KITS

GIFTS

PATTERNS

## Laine Magazine, Issue 8



Laine is a high-quality Nordic knit and lifestyle magazine for people who cherish natural bres, slow living, local craftsmanship, and beautiful, simple things in life. It includes knit patterns by the leading designers, insightful stories from the world of wool, exciting travel articles, seasonal recipes, and strong, visual storytelling.



Pre-order Laine Magazine Issue 8 [HERE](#).

Looking for the entire Laine Magazine collection? Find it [HERE](#).

Our 19th Anniversary Party:  
Saturday, May 25th

## 9 am to 4 pm

It's been 19 years since we opened a specialty wool shop in a tiny, charming town a Petoskey stone's throw from Lake Michigan. We have been through some incredibly dark times—and some of the best moments of our lives. You've been there for us through it all. Thank you. Thank you. *Thank you.*

The knitting world has changed dramatically over the past 19 years. What hasn't is our fiery passion for traditional handcrafts, the complex, nuanced yarns that each have a story of their own and the way we all come together to make a community. A community that extends far beyond our happy yellow door, into living rooms and kitchens and coffee shops worldwide. Between customers who've placed online orders to others who've made the pilgrimage to our bricks-and-mortar Cedar storefront, we have friends—*good* friends—all over the world because of this seemingly simple thing we like to do with sticks and string. *Who would have ever thought?!?*

We're hosting our annual soirée all day long on [Saturday, May 25th](#). Our doors—and our arms!—will be open from 9 am to 4 pm, our coffee cups will be piping hot and our shelves will be full to bursting. Stop in to say hi, see what's new for summer (hint: it's a lot) and pick up a sweet gift to take home to your hive. The traditional anniversary gift for Year 19 is Bronze—it's the overall theme of our party.

### ***A little sneak peek of what's to come...***

**TWO free gifts for every customer who visits on Saturday:**

**1. A wildflower seed packet.** We'll do all we can to save the bees—and we're encouraging you to do the same by taking home one of these packets; the 500 seeds inside will transform a 30-square foot space into a bee-loud glade.

**2. A set of semi-precious stone stitch markers.** These sets are made by our dear friend jeweler Liz Saile, who's celebrating an anniversary of her own (13 years!) in a new storefront right next to the Polish Art Center *(These gifts will also be included with ALL online orders placed throughout Memorial Day weekend.)*



**A custom colorway for the weekend.** ‘Bronze’, dyed exclusively for us by indie dyer **Britty Rae Knits** of Petoskey. It’s a DK-weight, cashmere-Merino blend in shades of copper, turquoise, sand and brown, and every skein comes with a brass bee stitch marker. (And yes, we’ll also have this color online.) Brittney’s also bringing several colors of her speckled, saturated sock yarn.



**Introducing O-Wool.** Proud to be bringing this organic, USA-made yarn to the heart of the Midwest. We’ll have a full rainbow of colors in both the **Balance** (50% organic cotton, 50% organic Merino wool–worsted weight) and **O-Wash Worsted**, a machine washable organic Merino wool.



**A sweet new section for baby bees.** New patterns, new yarns (the **O-Wash Worsted**, [Whimbrel](#), and a fully-fluffed selection of the our favorite [Weepaca](#)) and ready-to-give gifts, including classic books from Leelanau Press, heirloom building blocks from Uncle Goose, handsewn burpcloths and ouchie packs from our dear friend Sara Maleski, and hand-carved mitten-shaped teething rings—all made in Michigan.

**An entirely refreshed pattern selection.** Truly. Perhaps 100 patterns in the shop we’ve never had before. We know that the knitting industry has a history of presenting itself in a very homogeneous way (in which the models are all white, thin and able-bodied, to be specific), and we’re committed to changing that. Look for more patterns--now and in the future--that feature

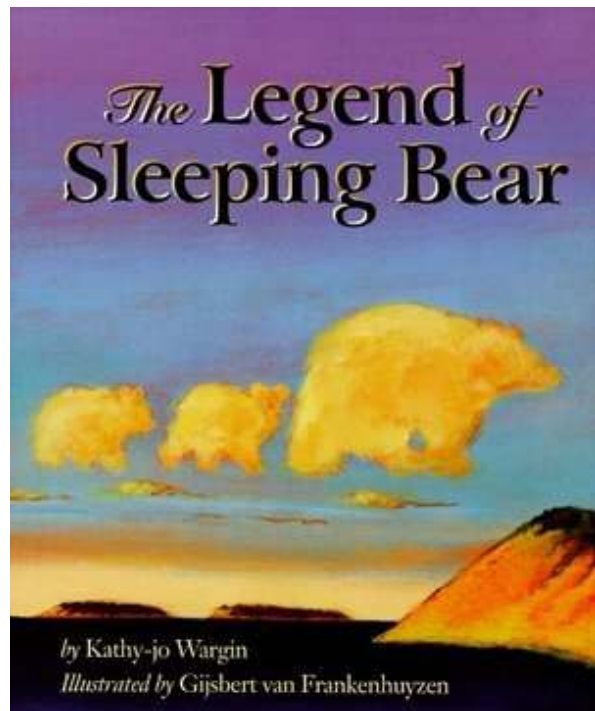


models with all body shapes, all skin colors, all ability levels, all genders, all ages. **Everyone** is welcome at Wool & Honey.

**Full shelves. VERY full.** Look for more of what you've come to know and love here at the shop—we've restocked almost every yarn here, specifically **Quince & Co.** [Tern](#), [Kestrel](#) and [Sparrow](#), and **Brooklyn Tweed** [Loft](#), [Peerie](#), [Vale](#) and [Shelter](#).

**Bulk lavender and drawer sachets from Leelanau Lavender**, under the new ownership of our friend Cymbre Foster.

**New soaps from Traverse City-based Lake Soap Co.** We can't get over these unbelievable striations. Pictured here, L to R: 'Lake Michigan', 'At the Sandbar', 'Leland Blue' and 'Sand Dunes'. Perfect for the bathroom when you're hosting out-of-town guests!



**And perhaps the biggest treat of all? We're giving away a year's subscription to the [Sleeping Bear Yarn Club](#), a value of **\$525**.** For every \$10 you spend, you'll receive a ticket to win this basket; the more you spend, the better your chances to win! *(And YES, all online orders throughout Memorial Day weekend will also be entered to win.)*

And just as we did on [LYS Day](#), we'll have ways for our not-so-local customers to celebrate with us throughout the weekend. Stay tuned.



Congratulations to **Lynn Gideon** who won the [LYS Day](#) basket giveaway!



Wool & Honey

9031 S Kasson St PO Box 54 Cedar, MI 49621 United States

(231) 228-2800

[thebuzz@woolandhoney.com](mailto:thebuzz@woolandhoney.com)

[Unsubscribe](#)