



the knit with

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Delighting Knitters (and Crocheters, Too) Since 1970

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Autumn, 2005

**What's New - What's Hot:**

## Color Dominates Fall's Focus

The big trends for Autumn and Winter fashion are three: color, Color, **COLOR!** Whether pastel, jewel, clear or bright, color dominates Fall 2005's palette – in a way unlike any time in the past decade or more. And not just any single color. Be it blue, green, brown, red, gold, orange (the surprise shade for 2005) or purple or pink, color – in any hue and every shade, tone and degree – is front and center in Seventh Avenue's latest attempt to banish black as the whole of our wardrobes.

For handknitting, three other trends are worth noting: the emergence of mohair as *the* fibre of choice for Fall and Winter wear (it is lighter to wear and warmer than wool and mohair shows color more intensely and clearly); the emergence of simple, easily knit *garments* in addition to accessories and finally, a more demure, refined and accomplished look for handknitting – as hand-knitting regains, in a word, *sophistication*.

Scarves and ponchos remain must have accessories; happily, designers continue to tempt with fresh, creative interpretations of these popular accessories using simple techniques and shapes. Combining most of these trends is the **Frothy Scarf** from *iKnitiative*, worked in colorful, solid shades of delicate mohair (try Kid-Seta, a luscious blend of silk and kid mohair) – a perfect scarf for holiday, party and more formal office wear.



IMAGE COURTESY OF iKNITATIVE.



Among other new patterns are several designs for **knitted yarmulkas** – using straight needles as well as circulars; these designs were conceived and developed by Marge and are a preview of her book of yarmulkas; a series of specialty mittens: for those who love to row on the open water and for those openly in love without rows, for woodcutters, and thrummed mittens especially useful for those who feel Winter's bite; **Little Red Riding-**

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**Shop Talk:**

## Displayed Pricing Arrives at The Knit With

The Knit With has initiated displayed pricing: yarns in fixed displays throughout the store are now openly priced using a shelf label prominently showing the yarn and brand names and the regular, per ball retail price. This is the first change in the price display program in the shop's 35 year history.

Displayed pricing reflects the mood and style of today's knitters – accustomed to self-service shopping and self-reliant in both their knitting and yarn choices – allowing knitters to independently select their yarns.

The shop's former pricing program required immediate and attentive customer service and reflected customers' demands for its time. But, gone are the days when price was the least important consideration in yarn sel-

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## Autumn Classes Scheduled

The Autumn, 2005 series of classes and workshops, offered by The Knit With commences the week of September 18, 2005. A variety of classes and workshops are offered at just about every skill level.

A highlight of the Autumn series is the *Make & Take Workshop* for a **knitted yarmulka**. The cost of the yarmulka workshop includes tuition, the pattern and a pre-packaged quantity of yarn sufficient to make one yarmulka – the knitting of which is designed to be accomplished during the workshop session. Attendance at each yarmulka work-

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## Customer Appreciation Program Debuts

This season, the shop inaugurates a customer appreciation program, *Hanks 'n Thanks*®, – tangibly expressing The Knit With's appreciation of your continued patronage by rewarding knitters (whether dyed-in-the-wool, space-dyed or otherwise) with a \$ 25 gift.

Your *Hanks 'n Thanks*® gift is applied as a store credit to **any regular merchandise** purchase at the time of redemption. In the event that a gift balance remains, a store credit is issued for the balance of the rewards gift.

Every member of The Knit With's family of knitters may receive a *Hanks 'n Thanks*® card; cards are not transferrable and are redeemable only by the customer to whom issued. Multiple rewards cards are individually redeemable; completed reward cards must be surrendered

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**Needle Niche Notes:**

## Serendipity Art Needles Introduced

The latest development in knitting needles is the art needle: correctly gauged needles made as independent pieces of art. From spun glass to built ceramics and exotic hardwoods, art knitting needles provide knitters with aesthetic alternatives to simple functional tools.

Serendipity Designs' take on the art needle – needles hand made in Rhode Island in sizes 8 through 19 with white birch shafts in three lengths: 6, 10 and 14 inches – feature finials of built ceramic in wild or whimsical shapes and colors. The finial designs are as serendipitous as

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**SIZE AND FIT : GARMENTS FOR WOMEN**

<b>Size</b>	<b>Actual Measurements</b> <i>( in inches )</i>		<b>Finished Measurements</b> <i>( in inches )</i>				<b>Notes</b>
			Close Fit	Standard Fit	Loose Fit	Overize Fit	
<b>Petite</b>	Bust	<b>28.00</b>	28.00	30.00	32.00	34.00	
	Sleeve	<b>15.00</b>	15.00	15.00	15.50	16.00	
	Length	<b>15.00</b>	15.00	15.00	15.50	16.00	
<b>X-Small</b>	Bust	<b>30.00</b>	30.00	32.00	34.00	36.00	
	Sleeve	<b>15.00</b>	15.00	15.00	15.50	16.00	
	Length	<b>15.00</b>	15.00	15.00	15.50	16.00	
<b>Small</b>	Bust	<b>32.00</b>	32.00	34.00	36.00	38.00	
	Sleeve	<b>15.50</b>	15.50	15.50	16.00	16.50	
	Length	<b>15.50</b>	15.50	15.50	16.00	16.50	
<b>Medium</b>	Bust	<b>34.00</b>	34.00	36.00	38.00	40.00	
	Sleeve	<b>15.50</b>	15.50	15.50	16.00	17.00	
	Length	<b>15.50</b>	15.50	15.50	16.00	17.00	
<b>Large</b>	Bust	<b>36.00</b>	36.00	38.00	40.00	42.00	
	Sleeve	<b>15.50</b>	15.50	15.50	16.50	17.50	
	Length	<b>15.50</b>	15.50	15.50	16.50	17.50	
<b>XLarge</b>	Bust	<b>38.00</b>	38.00	40.00	42.00	44.00	
	Sleeve	<b>16.00</b>	16.00	16.00	17.00	18.00	
	Length	<b>16.00</b>	16.00	16.00	17.00	18.00	
<b>2XLarge</b>	Bust	<b>40.00</b>	40.00	42.00	44.00	46.00	
	Sleeve	<b>16.00</b>	16.00	16.00	17.50	18.50	
	Length	<b>16.00</b>	16.00	16.00	17.50	18.50	
<b>3XLarge</b>	Bust	<b>42.00</b>	42.00	44.00	46.00	48.00	
	Sleeve	<b>16.50</b>	16.50	16.50	17.50	18.50	
	Length	<b>16.50</b>	16.50	16.50	17.50	18.50	

