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Simple Style: 19 Innovative to Traditional Designs with Simple Knitting

Edited by Ann Budd

“At the Fall 2008 Fashion Weeks, the overriding theme from New York to London, Milan to Paris emphasized comfort and ease in dressing with a sport chic approach. While many influences inspired a range of design options, the silhouettes were familiar. But where designers took chances was in pattern play, texture treatment, tailoring techniques, and color—borrowing heavily from the recent and distant past.”

—Deborah Yonick, *Interweave Trend Columnist, December 2008*



Knitters take heed—Ann Budd's new book, ***Simple Style: 19 Innovative to Traditional Designs with Simple Knitting Techniques*** (Interweave, \$24.95, March 2009), will help you achieve the same fashionable effects in your knitting that will be in style in 2009, and for seasons to come.

Simple Style's beautiful designs feature unique details and flattering silhouettes, proving you can achieve stunning results without the intricate knitting techniques.

By using just a few key knitting rules, knitters can create a visually appealing project quickly and easily—ranging from pullovers, cardigans, vests, skirts, wraps, and more. The silhouettes are familiar, but what makes the designs current and fashionable for today are the unique details, such as an innovative edging, a well-placed band of color or texture, an unexpected yarn, or creative construction that minimizes seams and maximizes personal fit.

Simple Style is packed with clever ideas for any knitter with basic knitting knowledge.

Simple Style features:

- Fast projects! Get instant gratification with quick-to-knit projects appealing to beginners as well as more experienced knitters looking for fast, yet fashionable projects.
- A variety of projects! Because ***Simple Style*** features designs from 13 knitwear designers, this contemporary set of projects range in styles and design ideas.

STYLE series:

This series features a collection of innovative and traditional styles by popular knitwear designers. Each volume includes a designer's notebook section to help you create your own style.



Scarf Style

Pam Allen
ISBN: 978-1931499-54-5



Wrap Style

Pam Allen and Ann Budd
ISBN: 978-1-931499-91-0



Lace Style

Pam Allen and Ann Budd
ISBN: 978-159668-028-9



Bag Style

Pam Allen and Ann Budd
ISBN: 978-1-59668-043-2



Folk Style

Mags Kandis
ISBN: 978-1-59668-020-3



Color Style

Pam Allen and Ann Budd
ISBN: 978-1-59668-062-3

- Additional Features! The Designer Notebook teaches knitters how to customize their own simple projects, from beginning to end. Knitters can maximize style while simplifying knitting and finishing techniques. Learn simple sensibility for maximum impact.

Featuring the work of more than 13 well known knitwear designers such as Pam Allen, Véronik Avery, Mags Kandis, Deborah Newton, and Vicki Square, **Simple Style** follows in the footsteps of Interweave's popular STYLE series books. **Simple Style** not only features appealing projects but all are accompanied by beautiful, luscious lifestyle photography, easy-to-follow step-by-step instructions, and thorough material lists that include the latest yarns.

SIMPLE STYLE: 19 INNOVATIVE TO TRADITIONAL DESIGNS WITH SIMPLE KNITTING

Ann Budd

Interweave Press • March 2009 • \$24.95

8½ x 9 • paperback • 136 pages • 100 photographs • 25 illustrations • 30 charts

ISBN 978-1-59668-090-6

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About the editor: **Ann Budd** is a book editor and former senior editor of Interweave Knits magazine. She is the author of *The Knitter's Handy Book of Patterns* series and *Getting Started Knitting Socks*, plus many of the STYLE series books (all from Interweave). She lives in Boulder, Colorado.

About Interweave

Interweave, a unit of Aspire Media, is one of the nation's largest and most respected arts and craft media companies, with businesses in magazine and book publishing, online media, television and video programming, directories, and events. The Interweave Publishing Group features 18 subscription magazines and many more special interest newsstand publications sold on newsstands nationwide. Interweave has more than 250 books in print and annually publishes about 40 how-to books on the same subjects as the company's magazines. Additionally, Interweave produces several major events for fiber and bead, gem, and jewelry making enthusiasts and has an extensive Internet network of more than 30 websites and daily e-mail newsletters. Interweave is the proud sponsor of three craft television series airing on PBS: *Quilting Arts TV*, a fresh, contemporary quilting program, *Beads, Baubles, & Jewels*, public television's only how-to program for beading and jewelry making enthusiasts, and public television's newest show for knitting and crochet enthusiasts, *Knitting Daily TV*.

Linda Ligon founded the company in the 1970s when she began publishing *Handwoven* and *Spin-Off* magazines. Since then, the company has grown to employ more than 100 people throughout the country, with corporate headquarters located in Loveland, Colorado and other offices in New York, New York; Malvern, Pennsylvania; Santa Fe, New Mexico; San Diego, California; and Stow, Massachusetts. For more information on Interweave, visit www.interweave.com or call (970) 669-7672.

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