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New knitting magazine hits the scene

Interweave Press Publishes *Interweave Press Knitscene*™, a Stylish Knitting Magazine Targeting Today's Contemporary Knitter

Loveland, Colo., October 6, 2005, 2005: Interweave Press, the publisher of such recognized craft magazines as *Interweave Knits*, *Spin•Off*, and *Beadwork*, has launched a new special interest knitting magazine targeting today's contemporary knitter. The magazine is titled ***Interweave Press Knitscene*™ (www.knitscene.com)**, and it will be available at newsstands and yarn shops nationwide on October 18, 2005, for \$7.99.

Just as today's knitter doesn't want to be categorized, ***Knitscene*** doesn't want to be either. The magazine offers a hybrid of techniques: knitting, crocheting, felting, stitching, and beyond. It's about knitting in style—imaginative, fashionable knitwear, graceful yet playful garments, smart accessories, little gems of home décor, and always the unexpected—projects and yarns that will make readers' fingers itch to knit.

"An exciting new generation of knitting enthusiasts is revitalizing the craft," says Editor Pam Allen, also the editor of *Interweave Knits*. "These are style-conscious women who are bored by mass retail uniformity. They are more creative, willing to push the boundaries, and not weighed down by tradition. They view their knitting as a form of personal expression and they like to get funky by merging techniques—incorporating embroidery, sewing, crocheting, and even beading into their knitting."

"Today's knitters are hybrid crafters," says Publisher Marilyn Murphy. "They might decide to knit the sweater of their dreams from luscious cashmere yarns, refashion garments by recycling something old and making it new, or they might just want to add handmade embellishments to their ready-to-wear. *Knitscene* brings them the stylish, contemporary projects and ideas they want, in a format that's fun and user-friendly."

Knitscene is also about feasting on yarns and will focus on the gorgeous new yarns that are giving knitting a fresh new look. With complex textures and luscious colors, the yarns are making it easier for knitters to create fashionable looks in handknitted pieces. “The yarns have transformed the industry,” says Murphy. “Beginners are especially delighted because they can obtain designer looks with simple patterns because the yarns, rather than the stitching, drive the look.”

The premiere issue of **Knitscene** features nearly four dozen projects from some of the most respected knitwear designers in the country. It’s full of new columns such as “**It’s Worth It,**” a detailed how-to on a more challenging technique worth learning, and “**See It,**” which looks at Knitwear seen on the streets of major cities across the globe. Fun fashion-themed sections like “**Move Over Margaret Thatcher**” look at having fun with grown-up knits, with projects for creating jackets, gloves, and stately ruffles, while “**New Bohemian**” examines the hot trend of folk art-inspired knitwear.

For both seasoned pros and newcomers alike, **Knitscene** will feature an inspiring and helpful learn-to-knit section, as well as an in-depth how-to section focusing on popular techniques.

“We’re giving something fresh to the independent yarn industry,” says Murphy. “**Knitscene** has evolved out of the much broader craft-it-yourself movement and is an exciting addition to the Interweave Press family.”

Knitscene will appeal to the newest knitting demographic, the 18-to-35 age group, as well as to older, more traditional knitters who know that good design is always up-to-date and never looks stale. According to the Craft Yarn Council of America’s most recent tracking study, the 25–34 age group experienced the biggest increase in participation in knitting and crochet between 2002 and 2004, where the percentage jumped from 13 percent to 33 percent, more than a 150 percent increase in two years. Today, 36 percent of the female population or 53 million women know how to knit or crochet, more than one in three U.S. women. This change represents a 51 percent increase in the past ten years.

About Interweave Press: In business since 1975, Interweave Press publishes magazines and books related to fiber, thread, needlework, and beads. Throughout Interweave’s evolution, its publications have focused on natural materials and processes, a respect for doing, and an appreciation of the fine, simple things in life. Interweave publishes six magazines including *Beadwork*, *Handwoven*, *Interweave Knits*, *PieceWork*, *Spin-Off*, and *Fiberarts*. Interweave is dedicated to creating a resource for its readers to find the best information in their field of interest, the latest news, the best products, the newest techniques, and the history behind the techniques.

About Interweave Knits: *Interweave Knits* is a quarterly magazine for knitters who find inspiration in elegant knitwear and value creating their own style. Each issue features original designer patterns for garments and home décor that captivate to creative spirit, plus enlightening explorations of knitting around the world, in-depth technical articles, and the latest knitting news. Projects range from introductory to challenging and from traditional to cutting-edge, with a full range of sizing. *Interweave Knits* celebrates the heart, mind, and hands with style.

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