



Lion Brand Yarn reports on trends and news in knitting and crochet for August 2007

BigNews.biz LLC, October 08, 2007

URL: <http://www.pr9.net/business/marketing/6502october.html>

Lion Brand Yarn Company publishes a monthly synopsis of its articles from its popular weekly e-newsletter.

PR9.NET October 08, 2007 - Manhattan, New York - Lion Brand Yarn Company (LionBrand.com) publishes the largest email newsletter for knitting and crochet enthusiasts on the Internet, with over 800,000 subscribers receiving their weekly dose of crochet, knitting and yarn news from Lion Brand. With such a significant market share, the Lion Brand e-newsletter has established a reputation for determining industry trends in knitting and crochet fashions, hot new trade books & publications, popular yarns, and reporting on the latest charity organization and yarn related news. As a service to the industry and knitting and crochet enthusiasts, Lion Brand publishes a monthly synopsis of news from the previous month 's newsletters.

Here is the monthly news and trend synopsis from Lion Brand for August 2007:

- Articles featured in August included an introduction in the 8-3-07 issue to "Vanna's Choice" , new line of Yarn created by Lion Brand Yarn in partnership with Vanna White. On 8-10-07 Lion Brand Yarn introduced a new organic yarn called "Natures Choice" which is grown and spun without the use of pesticides, herbicides or other chemicals. The 8-10-07 issue also included articles about the Afghans for Afghans charity and the Lion Brand presentation at the New York City chapter of the Crochet Guild. The 8-17-07 issue featured a new story by Michelle Edwards titled "Sisterhood of the Needle". The 8-24-07 issue featured "Tips from the Lion Brand Design Department". In the 8-31-07 issue the featured article was about dying your own yarns with natural dyes made from edible items.

- Patterns featured in August included three Afghans, a knit Easy Playtime Set for a child, a crocheted baby beanie called "Worms in the Grass" and the knit Bubblegum Baby Set, all made with the "Vanna's Choice" yarn. All six patterns appeared in the 8-3-07 newsletter. In the 8-10-07 issue three pattern were featured that used the new "Nature's Choice" yarn. These included a "Knit Baby Set", a "Crocheted Neck Tab Button Vest", and a "Crocheted Cover-up/Cardigan". The 8-17-07 issue had "Back to School" themed patterns including two knit hooded sweaters, a "Knit Naturally Classic Vest", and a "Knit Cable Vest". In the 8-24-07 issue patterns included a "Crochet Squares Afghan", "Boys Knit Striped Cardigan" and "Not Your-Average-Granny Crochet Scarf".

- Books and publications featured in August included two "Vanna's Choice" titles in the 8-3-07 issue. These included "Heartfelt Gifts to Knit and Crochet" and "Color it Beautiful Afghans". The 8-17-07 issue featured Stefanie Japel's book "Fitted Knits". The 8-24-07 issue featured a book on amigurami (the art of knitting and crocheting stuffed animals) called "Mr. Funky's Super Happy Crochet Wonderful".

- Cable Stitches featured in August as part of an ongoing series were "Honeycomb" on 8-3-07, "Hugs and Kisses on 8-10-07", "Bonbons" on 8-17-07, "Large Cable and Eyelet" on 8-24-07 and last but not least, the "Classic Cable and Rib" on 8-31-07.

Lion Brand archives all of its newsletters online. To view details for any of the articles mentioned in this release, visit <http://cache.lionbrand.com/cgi-bin/newsletters.cgi> and click on the date for the newsletter you are interested in reading. The Lion Brand newsletter is a free weekly service for knitting and crochet enthusiasts. Subscriptions are available online at: <http://cache.lionbrand.com/newsletterRequest.html>.

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