

PHOTOGRAPHS OF FOXY ROXY SCARF: MARTIN BRUNO, (RED), MARKN (GREY)



The gang: 'Foxy Roxy' scarf (modelled in red and in grey by Gang Ambassador, Erin Green), founder Lisa Sabrier and a cute Peruvian alpaca.



WOOL AND THE GANG

Charlotte Rivers gets the lowdown on this do-it-yourself fashion brand that aims to bring knitters and consumers together

! Wool and the Gang is the first of its kind; a do-it-yourself collection of knitted designs aiming to bring crafters and shoppers together to form an online community where each group can learn, create, make and buy.

It was founded by Swiss designer, Lisa Sabrier, in reaction to the negative impact of mass-produced, disposable fashion, as she explains: "At the time that I set about founding WATG I could see then that people were becoming more conscious consumers, and we wanted to bring back the traditional values of knitting to this new wave of behaviour – this is how the Wool and the Gang concept came about."



WATG kits have everything you need to get started in one recycled bag: yarn, needles, pattern, care instructions and goodies.

Lisa and her team spent a year researching the concept, finding out what people both loved and feared about knitting. They then travelled to Peru to find the best-quality yarn as well as to source artisan knitters.

WATG was then set up to sell both DIY knitting kits and a ready-to-wear collection. The DIY knitting kits are the foundation of WATG, and include a pattern and just the right amount of wool to create scarves, hats, gloves, jumpers and more. The patterns are then complemented with online video tutorials to reassure beginner knitters while knitting at home.

The ready to wear side of the concept is the aspiration line featuring a collection of high-end designs each beautifully hand-knitted by the aforementioned team of Peruvian knitters. The idea is for the two lines to compliment each other and for WATG to be accessible to both fashion lovers and DIYers alike.

"We wanted to create a company with community and connectivity," adds Lisa. "Knitting is an ancient, traditional skill passed down the generations – and normally you would learn one to one. However, technology now allows us to spread and teach the craft globally. We are able to connect makers and fashion followers through our online platform, and provide an environment for all types of people to be creative."

For more on the WATG community, visit woolandthegang.com



THE MAKERIE SEWING

It's always a thrill when your favourite crafty names gather in one place. **The Makerie** in Boulder, Colorado has launched a new event – Makerie Sewing – and scored quite the big-name bill. Amy Butler, Cal Patch, French General's Kaari Meng, Oliver +S' Liesl Gibson, Heather Jones, Tamar Mogendorff and Sublime Stitching's Jenny Hart will all be teaching at the creative retreat.

The classes take place during the same stellar weekend – April 18th-21st – and for the first time, The Makerie has offered a **full scholarship** in partnership with The Old Glory Antiques Fair. Watch out for more wonderful projects from the team at themakerie.com



Top: Amy Butler's 'Creating your own Colour Story' class. Above: Thank you, Jenny Hart!

