



Simply Socks Yarn Co.

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Blog:

www.simplysockyarn.typepad.com

Owner:

Allison Van Zandt

Newsletter Info

Newsletters are e-mailed 4 times a year with each season. In the coming months, you will find interviews with some of your favorite yarn companies along with special patterns or sales for that yarn! This newsletter and www.simplysockyarn.com are your links to the best selection and prices for sock yarn on the internet!

If you should choose not to receive this newsletter, please e-mail us at promotions@simplysockyarn.com.

And the Winner Is...

Simply Socks Yarn Company received almost 400 entries for our Grand Opening Contest to win an 11- size assortment of Crystal Palace Bamboo double point needles! And the winner of this great prize is Elizabeth from Virginia!

You can read a short version of Elizabeth's interview here, and the complete version in the August 8th and 9th Simply Socks Yarn Company's blog entries at www.simplysockyarn.typepad.com.

SSYC: What is the first project you are going to knit with your new Crystal Palace DP needles?

E: Socks! I'm working on an original pattern; knitting it in each size is taking a long time!

SSYC: If you had to choose one sock yarn to knit for the next year, what would it be?

E: This is definitely the toughest question. There are so many wonderful possibilities to choose from. But after looking in my own drawer full of hand-knit socks, I think I'll have to say something from the people who make Opal.

SSYC: How long have you been knitting?

E: I learned to knit over 50 years ago, when I was 3 years old. My grandmother, who had arthritis and couldn't chase a 3 year old around, decided to teach me to knit to keep me happy and s-i-t-t-i-n-g s-t-i-l-l in one place.

What's a *Blog*???

A blog is a "web log" or journal that many people, including thousands of knitters, use to update friends and fellow knitters on their projects and lives. Simply Socks Yarn Company's blog is updated by its owner, Allison Van Zandt, and includes information on new yarns, special sales and promotions, and tidbits about Allison's current projects and life. The SSYC blog is updated 3-4 times a week and can be found at www.simplysockyarn.typepad.com.



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A Chat with Fleece Artist's Kathryn Thomas

In our first few months, Fleece Artist's merino yarn has already proven to be a favorite among customers of Simply Socks Yarn Company. Kathryn Thomas, of Fleece Artist, talked with Simply Socks Yarn Company about her company, her hobbies and her knitting.

SSYC: How did you start Fleece Artist?

K: Fleece Artist incorporated in 1975 to supply fellow textile artists with hard-to-get natural fiber. In 1996 we built a dye-house and began selling our own colourways through yarn shops.

SSYC: As a knitter, it must be tempting to be surrounded by so much beautiful fiber. What do you like most about your job?

K: I like it most when customers are happy-then all the hard work pays off!

SSYC: Our customers are very happy with Fleece Artist. Your colorways are pretty unique. How do you come up with the ideas for your colorways and yarns?

K: We contract mills to spin our yarns to our specifications, and concentrate on luxury natural fiber: mostly wool, cashmere, and silk. Fleece Artist is comprised of five dyers, many from Nova Scotia College of Art and Design, so there is lots of input and ideas about color. Because we do one-of-a-kind colorways, we can express many, many colors. We dye to order creating unique yarns for every customer.

SSYC: Tell us about your newest venture, Handmaiden Yarns. Which of that line would make fabulously luxurious socks?

K: Last year we started the Handmaiden label, which focuses on higher end fibers including silk and cashmere. The cashmere/silk 4 ply is a lovely luxury for socks-the silk strengthens the cashmere. Try about 45 stitches on a 3mm needle. ****Note, SSYC now carries this yarn and a FREE pattern is available****

...interview continues

Kathryn designed a new sock pattern for SSYC using the cashmere/silk 4 ply Handmaiden yarn! You can find this free pattern by visiting the SSYC blog at www.simplysockyarn.typepad.com/ SSYC now sells this luxurious handpainted yarn at www.simplysockyarn.com/



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...our chat continues.

SSYC: How did you learn to knit?

K: All my relatives knit- but back in those days, old grannies would whack fingers that dropped stitches... So I would sneak a peak and learn on my own!

SSYC: What is the one knitting project you just can't or haven't finished?

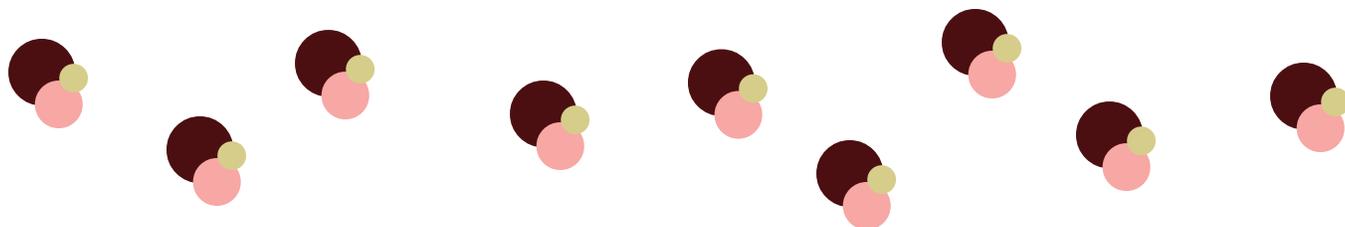
K: After 30 years, I finish everything now- no more unknitting for me! If a project is not turning out, it just becomes something else. I used to do sweater backs, get bored, then rip it out. I could have had the best pillow selection in the universe!

SSYC: When you are not working with fiber, what do you do to unwind?

K: Spend time with my dogs- sorry cat people!

SSYC: What do you think about the increase in the popularity of knitting?

K: It's great! The young are taking up the craft; so many old crafts have died out. We know this will not happen to knitting!



Want to show off your socks?

Simply Socks Yarn Company is starting a online collection of our customers' finished projects using SSYC yarn! Many of you have suggested this idea, so let's make it happen! E-mail your name (only your first name will be used), photos, the yarn used, and a short blurb about the sock or yarn (why you like it, why you chose the color, who it's for... something like that). SSYC will then choose from your submissions those that will go in this new photo album. This album will be found on the SSYC blog at www.simplysockyarn.typepad.com



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Did you know...

...that **Simply Socks Yarn Company** makes it easy for you to send gifts of yarn to your secret pal? If you want your order to be sent directly to a pal, when at Check Out simply keep your information in the billing section, and enter your pal's name and address in the shipping information. You can then e-mail service@simplysockyarn.com with the message you would like to send to your pal, and SSYC will write it on a free gift card and include it in your package. You can also request, in that e-mail, that your name and address be left off the packing slip if you want to keep who paid for the gift a secret.

Your special gift package will then be sent from us to your pal with a special message from YOU. Just another way we strive to make your shopping experience the best it can be!

...that you can search for yarn using our **handy search feature?** If you are looking for yarn by a certain manufacturer, in a certain color, or by fiber content, simply click on the left side "SEARCH CATALOG" button and search away! If you want to quickly see all your options for socks yarns that stripe, this is the best way to find them.

...that **Simply Socks Yarn company** has recently added these products?

Fleece Artist's Merino and Cashmere/Silk in several new colorways!

Opal's self-patterning *Rainforest Collection*

Regia 4-Ply in 10 solid colors

Crystal Palace DPNs in larger sizes



...that you can find sock knitting tutorials, videos and links at the **SSYC blog?**

Go to www.simplysockyarn.typepad.com to find great links to all these online resources. Simply look on the left side navigation bar for "Great Links" and "Sock How-to's."