



Needles Will Be Flying Come October in Chicago Thousands of Knitters to Descend on Chicago for New Knitting Event

New York, NY (May 5) Following successful events in New York and Los Angeles, where knitting and crocheting fans gathered to celebrate a timeless craft, the editors of *Vogue Knitting* magazine announce that **Vogue Knitting LIVE is heading to Chicago, October 26–28, 2012**, at the Palmer House Hilton Hotel.

The first of its kind in the Midwest, Vogue Knitting LIVE brings *Vogue Knitting* magazine to life with knit couture fashion shows, a Marketplace featuring thousands of new products, inspirational master-level technique and design classes for novices and experts, and more. Knitting's popularity is on the rise as there are currently more than 800,000 knitters in the United States and growing.

Thousands of enraptured knitters flocked to previous Vogue Knitting LIVE events in New York and Los Angeles to experience all that this one-of-a-kind event focusing on fashion, fiber, and education has to offer. Knitters in the Windy City this October can expect:

- More than 200 master-level technique and design classes taught by 40 of the biggest names in the knitwear industry, such as Stephanie Pearl-McPhee, Ysolda Teague, and Chicago resident Franklin Habit.
- A Marketplace featuring the latest and greatest products—including hard-to-find fibers such as qiviut and buffalo, patterns to create your own mini knit gnomes, and a knit art gallery.
- Knit couture fashion shows displaying more than 100 hand-knit garments in today's latest fashions and colors.
- Free learn-to-knit and crochet lessons for the novice knitter. Knitters, bring your friends!
- Celebration of *Vogue Knitting* magazine's pearl anniversary, where we will toast Vogue Knitting magazine to 30 years as the knitting world's style leader.

"We are excited to bring the buzz of our New York and Los Angeles shows to Chicago, and we expect everything to be just as spectacular as previous shows, if not more. Knitters love to be able get together and learn new techniques and connect over their love of knitting, and Vogue Knitting LIVE provides that opportunity for our fans," says Vogue Knitting Editor in Chief Trisha Malcolm. "2012 is a special year for *Vogue Knitting* magazine. We look forward to toasting our thirtieth anniversary with all the knitters that made it possible."

Vogue Knitting LIVE offers a full range of package options, from single-day Marketplace passes to a weekend jam-packed with classes, lectures, shopping, and exclusive evening events. Vogue Knitting LIVE has something for every knitter.

For more information regarding Vogue Knitting LIVE, including images and/or interview opportunities, please contact Beth Ritter, Vogue Knitting Publicity Manager at 212-225-9006 or beth@sohopublishing.com.

Media Contact: Beth Ritter
212-225-9006
beth@sohopublishing.com





SoHo Publishing is an established leader in the how-to magazine, book and e-publishing arena (apps, e-mags and e-books). *Vogue Knitting* is SoHo Publishing's flagship title, launched thirty years ago and now published five times per year; it is the most fashion-forward name in the knitting world. 2012 sees the launch of a high-end crochet special edition. In 2011 we launched Vogue Knitting LIVE, a twice-yearly consumer show that brings together thousands of knitting enthusiasts for education, inspiration, and a unique shopping experience. With both *Vogue Knitting* and *Knit Simple*, SoHo Publishing appeals to the widest range of knitters in the market. Recognizing the need for an industry voice, we launched Yarn Market News in 2005, and back this publication up annually with a business conference. Our expertise also allows us to successfully partner with some of the most recognizable names in the craft and fashion industry to produce customized magazines and books.

Media Contact: Beth Ritter
212-225-9006
beth@sohopublishing.com

