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FOR IMMEDIATE RELEASE



VOGUEknitting INTERNATIONAL LIVE!

Announcing the Long-Awaited, Ultimate Fashion Knitting Event— Vogue Knitting LIVE!

(August 9, 2010) **New York City** – Winter in New York just got hot! The editors of *Vogue Knitting* magazine are pleased to announce the launch of a knitting event like no other: **Vogue Knitting LIVE**, three days of fashion, fiber and education (January 21-23, 2011) in the heart of the fashion industry.

Since its launch 25 years ago, SoHo Publishing's flagship title *Vogue Knitting* has set the bar for knitting, working with the biggest and most talented names in fashion today, including Michael Kors and Anna Sui. *Vogue Knitting* is the knitting world's style leader and the brand that consumers turn to on a regular basis for the most inspirational patterns, chic styling and compelling techniques.

Vogue Knitting LIVE is the first of its kind—an experiential fashion and knitting event that will focus on knitwear design, new products, fashion shows, master-level hand-knitting workshops, and technique courses on fit and shaping, pattern writing, lace, socks and the signature techniques of our starring cast. Here is what attendees can expect:

- ◆ Internationally renowned teachers—including Nicky Epstein, Debbie Bliss, Debbie Macomber, Meg Swansen, Jared Flood, Lily Chin and more!
- ◆ Master-level classes set up to challenge both experts and novices alike.
- ◆ An expansive marketplace with a wide selection of new and favorite yarns, needles, gifts and accessories.
- ◆ Fashion shows by Mohair South Africa, Tahki Stacy Charles, Westminster/Rowan, Vogue Knitting and others.
- ◆ A fabulous design competition with a chance to win a free trip to South Africa, sponsored by Mohair South Africa.
- ◆ A juried gallery, panel discussions, meet-and-greets, raffles and more!

Vogue Knitting LIVE will take place at the Hilton New York Hotel, central to Times Square, Rockefeller Center, Broadway theaters, ample parking and fabulous dining. The Hilton New York is the perfect location to shop or to simply stay in and knit.

“Everything our readers love about the magazine can now be experienced....**LIVE!**” says Editor in Chief Trisha Malcolm. What’s new, what’s now, what’s next in knitting: You’ll find it at **Vogue Knitting LIVE!**

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