

FOR IMMEDIATE RELEASE

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The Heart of Times Square Will Welcome Thousands of Knitters in January Vogue Knitting LIVE, the Ultimate Knitting Event, Hosts New York Show at a Distinctive New Location

New York, NY (October 15) **Vogue Knitting LIVE**, the ultimate knitting event, focusing on fashion, fiber and education is in a "New York State of Mind," returning to the fashion capitol of the world for the third straight year on January 18–20, 2013, at a new location: the contemporary New York Marriott Marquis. **Vogue Knitting LIVE** brings to life *Vogue Knitting*, the most fashion-forward magazine in the industry, by offering inspirational hand-knitting classes, a marketplace full of new products as well as knit-couture fashion shows, exclusive special events, and more.

Knitting, a timeless craft, now has an audience of more than 800,000 in the United States, with more picking up needles and yarn every day. Fans of all ages from around the world will dress up in their woolly finery and celebrate with *Vogue Knitting*. Attendees at the largest gathering of knitters in New York will be treated to:

- The announcement of the Grand Prize winner of the **Vogue Knitting Design Contest** sponsored by **Zealana**. The finalist garments will walk down the runway at the **Gala Dinner & Design Awards**, and the Grand Prize winner will receive an all-inclusive trip to New Zealand as well as a feature in a future issue of *Vogue Knitting* magazine.
- More than **200 inspirational hand-knitting classes**, including more than **50 new classes** for every level knitter taught by some of the brightest names in the knitwear industry, including: **Debbie Bliss, June Hemmons Hiatt, Nicky Epstein** and more!
- **Knit-couture fashion shows** featuring hand-knit garments in today's latest fashions and colors that could rival any show during Fashion Week.
- A **knit art gallery** showcasing artists who use yarn and needles in creative ways to create awe-inspiring pieces of art.
- A **marketplace** stocked full of all the wool you can possibly imagine, as well as hard-to-find fibers, accessories and patterns galore.
- A brand-new location, now in the heart of **Times Square** at the newly renovated and luxurious **New York Marriott Marquis!** Attendees can step outside the hotel doors to experience the crossroads of the world, featuring world-famous dining, shopping and Broadway!

"We are excited to once again be returning to our hometown. For the past two years, New York knitters have proved themselves to be hungry for more new knitting knowledge, and this year we worked hard to include more than 50 new classes," says *Vogue Knitting* Editor in Chief Trisha Malcolm. "What makes this event so special is the opportunity for our fans to connect and meet not only fellow knitters, but also designers whose work they admire and the *Vogue Knitting* staff that brings them five fashion-filled issues each year."

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.

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.

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Vogue Knitting magazine, which in 2012 celebrates the 30th anniversary of the current Vogue Knitting and 80th anniversary of the original Vogue Knitting, is the fashion leader in the knitting industry. Vogue Knitting publishes five fashion-filled issues per year and is the brand that consumers turn to for inspirational patterns, chic styling, and compelling techniques. The editors of Vogue Knitting launched Vogue Knitting LIVE to bring together thousands of knitting enthusiasts for a weekend show filled with fashion, fiber, and education. Vogue Knitting LIVE features master-level hand-knitting classes, a high-end shopping experience, knit-couture fashion shows, a knit art gallery, and more to engage and inspire every knitter. Visit www.vogueknittinglive.com for more information.