



FOR IMMEDIATE RELEASE

## Smash Hit Vogue Knitting LIVE makes its way to the West Coast!

**Los Angeles, CA (May 25)**—Now that an expanded **Vogue Knitting LIVE is coming to Los Angeles**, a whole new group of knitting fans will have an opportunity to experience the knitting event of a lifetime!

The premiere Vogue Knitting LIVE held in New York last January was a sellout and a smashing success. It attracted the top names in knitting, accomplished teachers, popular market vendors and 6,000 fabulous knitters from all over the United States and around the world, as far away as Africa, Japan and Australia.

**Vogue Knitting LIVE L.A. will have its west coast premiere September 23–25 at the Hyatt Regency Century Plaza.** The three-day celebration filled with fashion, fiber and education is shaping up to be just as fabulous and fashion-forward as its New York counterpart.

The first of its kind on the west coast, Vogue Knitting LIVE L.A. will focus on knitwear design, hand-knitting master-level workshops, and technique-driven courses taught up close and personal by an internationally renowned A-list of instructors like Debbie Macomber, Meg Swansen, Nicky Epstein and Deborah Newton. And while *Vogue Knitting* magazine has long been the fashion and style leader in the knitting industry, novice knitters will find their needs haven't been forgotten. A Beginner's Lounge, brought to you by Caron, will offer free learn-to-knit lessons with Vickie Howell to teach those who are new to knitting all they need to know to begin enjoying the craft of knitting.

World-famous master colorist Kaffe Fassett will give the keynote speech at the gala dinner. His exciting and imaginative use of color has made him a celebrity in the worlds of knitting, fabric, needlepoint, patchwork, painting and mosaic.

In keeping with the high profile of the event, there will a special VIP celebration for attendees who purchase either the Rodeo Drive or Hollywood VK LIVE packages. On Friday, September 23, the Marketplace will open one hour early for this VIP advance preview. VIPs will walk the Red Carpet with champagne in hand, as they discover a wide selection of new and favorite yarns, needles, gifts and accessories.



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After the VIP event on Friday night, the Marketplace will open for an advance preview to all attendees who purchase either a class or package. The Marketplace opens to the general public on Saturday and Sunday, Sept. 24-25. In addition to the sale of yarn, patterns and knitting supplies, the Marketplace will feature free fashion shows, celebrity book signings, live technique demonstrations, giveaways, a VK LIVE Community Lounge, and an opportunity to mingle with famous designers and superstar instructors from the world of knitting.

“Los Angeles is the perfect setting for the follow-up to VK Live New York,” says Trisha Malcolm, Editorial Director of *Vogue Knitting*. “Expect just as much style, marketplace buzz, and the top names in knitting, but with the added luxury and star-power that L.A. brings.”

#### **About *Vogue Knitting***

*Vogue Knitting* is SoHo Publishing’s flagship title. Launched more than twenty-five years ago, *VK* 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 inspirational patterns, chic styling and compelling techniques. Led by Editor Trisha Malcolm, *VK* is published five times a year.

#### **Blogs and websites rave about the premiere New York VK LIVE event...**

“The program was VERY impressive, with all the brightest stars of the knitting world in numerous lectures and classes.”  
–Ragga Goes on About Knitting (Feb. 1, 2011)

“A veritable three-ring circus of workshops, lectures, and panels took place over three days... To be in the presence of so many knitting icons was a rare opportunity, and somewhat surreal.” –*Knitter’s Review* (Jan. 24, 2011)

“You know the old saying, ‘build it and they will come’? Well build it the folks at *Vogue Knitting* did, and boy did people come.” –Knitty City (Jan. 28, 2011)

“Last weekend I was in Manhattan for the maiden voyage of *Vogue Knitting Live!*... Everybody was there. Tout le ever-loving monde. This was my first gig as part of an all-star cast; I almost went blind from the combined mega-wattage...”  
–Panopticon (Jan. 27, 2011)

“Spectacular. Satisfying. Sumptuous” –Sweet Georgia (Jan. 21, 2011)