



12,000 clicks...and not a keyboard in sight!

Vogue Knitting LIVE attracts thousands of visitors from around the globe



Five years ago, knitting exploded in popularity, fueled by both fashion and passion. There is a return of the "crafty girl": she makes her own clothes, food, furniture with a modern twist – and she loves to knit. Women (and men) of all ages knit to create, to unwind, and to connect with each other.

Vogue Knitting LIVE drew thousands of lively consumers—from ages 8 to 80—who fed their passion for yarn, knitting techniques, and the camaraderie and wisdom of other knitters. Needles were clicking at Vogue Knitting LIVE, which took place at the Hilton New York from January 14 to 16. The jam-packed event included:

- Knit couture fashion shows. Knitwear walks the runway at Fashion Shows each season, and knitters are now able to make their own couture fashion. Garments ranging from cabled sweaters to loosely knit summer tops were on display, inspiring those in attendance to pick up their needles and start knitting.
- A marketplace with more than 70 vendors featuring everything from exotic wools and cottons to unique accessories to instructions for knitted tea cozies, gnomes and stuffed toys.
- Workshops with the knitterati, which drew standing-room-only crowds for topics such as spinning, cables and finely knit lace.
- A charity auction that benefited the Foundation for the National Institutes of Health in support of The Heart Truth® and women's heart health education and research, where knitters sported their finest red handknit garments. Many items went for well above their stated value. The event raised tens of thousands of dollars for the cause.

"We were thrilled with the turnout and energy at this year's show," said Gabrielle Ald, Event Director. "This year we had a significant social media presence for the show. The community we built around the world at the event is still "chatting" online now! Knitters and crocheters tend to love to share their techniques and treasured finds with each other online."

Buzz will continue throughout the summer until the show heads to Chicago this October to do it all again in the Midwest! Vogue Knitting LIVE Chicago will be held October 26–28, 2012 at the Palmer House Hilton Hotel.

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