

‘Selling a hand knitted hat to hand knitters! Are you mad?’



The former TSE Cashmere; Ballantyne Cashmere; and Ann Taylor knitwear designer and director, Jo Storie fresh from her moves to open up and democratise the high end hand knit design game, has gone one step further. A prêt-a-porter version of the iconic and bestselling Cove Hat is now available for those hand knitters with too much to do between now and Christmas. With just 50 produced, this limited edition run is designed to offer her customers a quick fix solution to owning this season’s must have hat.

“The words ‘oversized’ and ‘slouchy’ best describe this cosy beanie hat. A giant horseshoe cable wraps around the head on a ground of textured moss stitch.” - Jo Storie

Jo’s used the same yarn as suggested in the pattern for Cove Hat - Rowan 'Purelife' British undyed 100% wool. It's a chunky weight yarn and the shade is Steel Grey Suffolk. It's hand knitted by Jo's hand picked team of hand knitters scattered around Scotland.

We know that it might seem a bit daft to actually sell the finished hat to knitters but we are trying to help everyone get hold of Cove hat for Christmas even if they haven't got the time to knit it!

You can get hold of the hand knitted hat here: <http://www.jostorie.com/cove-hat-knitted.html>

Knitters of the world unite!

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