

# Knitters of the world unite! Catwalk quality knitwear at the tips of your fingers

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The former TSE Cashmere; Ballantyne Cashmere; J. Crew and Ann Taylor knitwear designer and director, Jo Storie has now moved into the democracy business opening up great, innovative knitwear to all who knit!

**Modern Heritage** is the new range of knitting patterns that lifts great designs straight from the sketchbooks of an international knitwear designer and makes them available to knitters everywhere.

Already reaching out across the world and surprisingly big in Denmark (where they know probably the best design in the world) and in Hungary (where they clearly do, too), the Jo Storie e-retail business is developing a global following. Patterns are being downloaded in both hemispheres and the Ravelry site is awash with queued and 'favorited' Jo Storie designs.

Designs are available in high quality but accessible yarns. The designs are bang on trend and are there at your fingertips just a few clicks away at [www.jostorie.com](http://www.jostorie.com)

Knitters of the world unite (in great design by your own hand and our guidance) – your wardrobe needs you!

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