



JULY 2009

SUN	MON	TUE	WED	THU	FRI	SAT
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JULY 2009 SWEATER OF THE MONTH

Happy Independence Day! We feel we've earned ours these last few weeks. Getting ready to open the new Redondo Beach location while exhilarating, has been a lesson in letting the plan unfold as it will. I've often speculated that life takes you places you never imagined going and this adventure has been a true learning experience.

We can't wait to share our new home with you. We're still feeling our way a bit. We're all excited about presenting you with great new inspiration and encouragement for a fall season of knitting as we've never known it. The fiber market is hot with innovation. Embellishments, embroidery and glitz are high on all the runways and fashion still inspires us to knit with pride. Visit your favorite designer website and take a look at the trends. Missoni, Oscar de la Renta, and Dolce and Gabana all have fabulous knit wear. Take a look at Prada and Fendi as well.

Come visit us and share an afternoon glass of wine. We now have space for more classes, a cozy nook or two for a

chat and yes... more yarn. We foresee a fall filled with fiber. Come join our journey.

A little change goes a long way.

Karen, Meredith, Theresa, Paula, Robyn, Carol, Marisol, Reece and Peggy

RAMBLINGS! We are pleased to announce the addition of Melissa Matthay, renowned knitting designer, teacher and published author to our Santa Monica team. Melissa has owned two knitting stores of her own, one in New York City and most recently a shop in Madison, Wisconsin. She'll be in the shop starting August 1st, but if you're lucky you might see her a bit earlier. In true L'Atelier style she knits with a flair for what's hot in fashion, yet easy to accomplish. We're so excited to have her expertise and joy of knitting merge with ours.



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Quick Compliments

Summer sizzles so meet it head on with our quick knit, openwork jacket, knit in a combination of *Lang's Flores* a blend of cotton, polyester and nylon, and *Lucia*, a blend of bamboo, viscose and cotton. These yarns were made to complement each other and without question they do. The style is easy wear and perfect to throw over a tank or T-shirt. Make the sleeves longer if you wish, or add length to the body. The concept works any which way. Buttons clinch the deal and they're included in this kit. Non Club: \$124.25 Club: \$92.50



Apple



Bark

Violet (pictured)

Pattern Available For SOTM Members Only

TOO GREAT One can never have too many great jackets and our distinctly L'Atelier "go everywhere topper" is a must have. We've knit it in *Lang's Mikonos* a blend of Viscose and Linen and accented with their **Seduce** another blend of rayon, linen and silk. The drape is sensational and although knit on smaller needles, a seven, the yarn glides which helps to accelerate the knitting time. The back is knit all in one color and the simple details give this one flair and style.
 Non Club: \$170.50 Club: \$127.50



Ocean Deep



Sea Grass (shown)



Seashell

RESCUE ME Cute little dresses need sassy cover ups. Whether the air conditioning, or cool winds off the ocean chill you, our fun to knit and fun to wear sweater will come to the rescue. We've chosen **Tigris** from the *Stacy Charles* collection a soft Organic cotton yarn, blended with linen and a hint of metallic, for the top of the sweater and **Luisa**, a yummy cotton and poly ribbon tape, from *Lana Grossa* to make it sing. Both yarns are worked in the same pattern stitch, just using opposite sides to give it more detail. Close it up with purchased ribbon trim or just a few great buttons. Non Club: \$151.00 Club: \$113.25



Sassy (shown)



Cool



Attitude

