



AUGUST 2009

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AUGUST 2009 SWEATER OF THE MONTH

August brings a hint of relief to the L'Atelier family. The Redondo shop has finally moved down the street and if you haven't been in yet, be sure to stop by. We plan an official grand opening in September, once everyone is back from vacations, family reunions and camp. So far the approval rating has been high and we're able to loudly proclaim, "we're glad we did it".

On that same high note we are also receiving rave reviews in Santa Monica. Melissa Matthay has taken the West Side by storm. Just walk by our Montana Avenue windows. We've seen many a head turn. Her vow is a new window every week. So far she's kept her promise.

So with all of that said, I need to thank you, our very special club members, for your continued support and encouragement. In these times it is sometimes difficult to keep a small business such as ours moving forward. Without your loyalty, we don't exist. It does indeed "take a village" and you're ours. We depend on you, sort of like public radio depends on pledges. When you purchase a project you help to keep our doors open.

We look forward to a fall season of glorious fiber, textures and color. Gear up for glitz and sparkle. The runways are full of it. Take a peek at the Missoni.com website. They're showing fabulous scarves, the kind any knitter will drool over. Certainly not your grandmother's scarf. Bring us an idea, a picture, or even a garment; remember we are "where dreams are knit".

Keep dreaming.

*Karen, Meredith, Theresa, Paula, Carol, Robyn, Marisol, Reece, Gabriella, Melissa and Peggy*

**RAMBLINGS!** Come and welcome Melissa. We're extending an invitation for you to stop by our Santa Monica store, **Thursday evening August 7th, 7:00 to 9:00 PM.** We want to officially welcome her. Please drop by, say hello and join us for a taste of wine and cheese. We'll have a few surprises as well. Be sure to visit her website, [www.bymelissa.net](http://www.bymelissa.net) and get to know her love of life and knitting. Raise a glass with us to celebrate the addition of Melissa, an enthusiastic, talented knitter to our ever growing family.



310.540.4440 RIVIERA VILLAGE

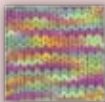
310.394.4665 ON MONTANA

800.833.6133

LATELIER.COM

## Soft Edges

Theresa's needles have been fired up all month to bring you her wonderful cable and rib sweater. She designed this yummy cardigan in *M&M's Moonflower* a blend of wool and silk for a romantic look at cables. The knit is simple yet seductive as the pattern stitch evolves quickly and lures you on to just a few more rows. The soft picot edges add more detail and compliment the romance. Choose from tried and true off white, red or our beautiful new hand-dyed selection. Whichever you choose the results will bring an ooh and ah from the crowd.  
 Non Club: \$155.00 Club: \$116.25



Parakeet

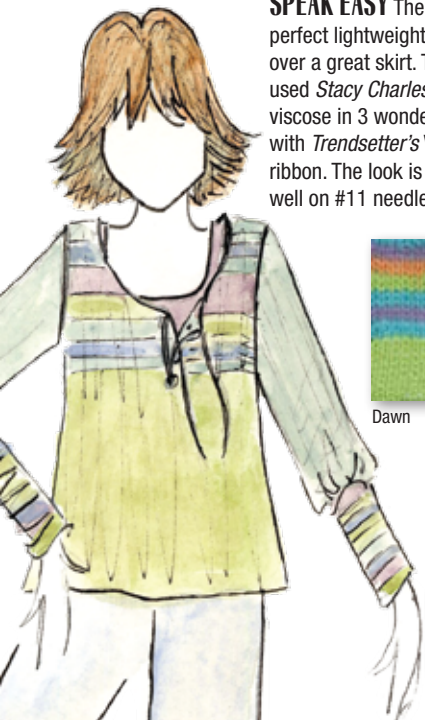


Red

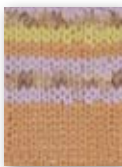

 White  
(pictured)

## Pattern Available For SOTM Members Only

**SPEAK EASY** The last hint of summer, and we have the perfect lightweight pullover. Throw it on with jeans or over a great skirt. The sweater speaks for itself. We've used *Stacy Charles' Victoria*, a blend of cotton and viscose in 3 wonderful colors and then tied it all together with *Trendsetter's Valentina* a polyester and cotton ribbon. The look is relaxed, feminine and easy to knit as well on #11 needles. Non Club: \$122.50 Club: \$91.50



Dawn



Afternoon



Dusk (shown)



Santa Fe



Charleston



Sherwood (shown)



**A STAR IS BORN** Cozy cardigans are always fun and we love our slightly asymmetrical take on an old favorite. We've combined *Prism's Lotus*, a blend of wool, bamboo and silk and **Symphony** a blend of wool and cashmere with *Trendsetter's Kashmir*, then added some great pattern stitches. Voila, a star is born. Pick 3 different buttons and close it all up with panache. The knit is friendly and fun. Non Club: \$282.00 Club: \$210.50