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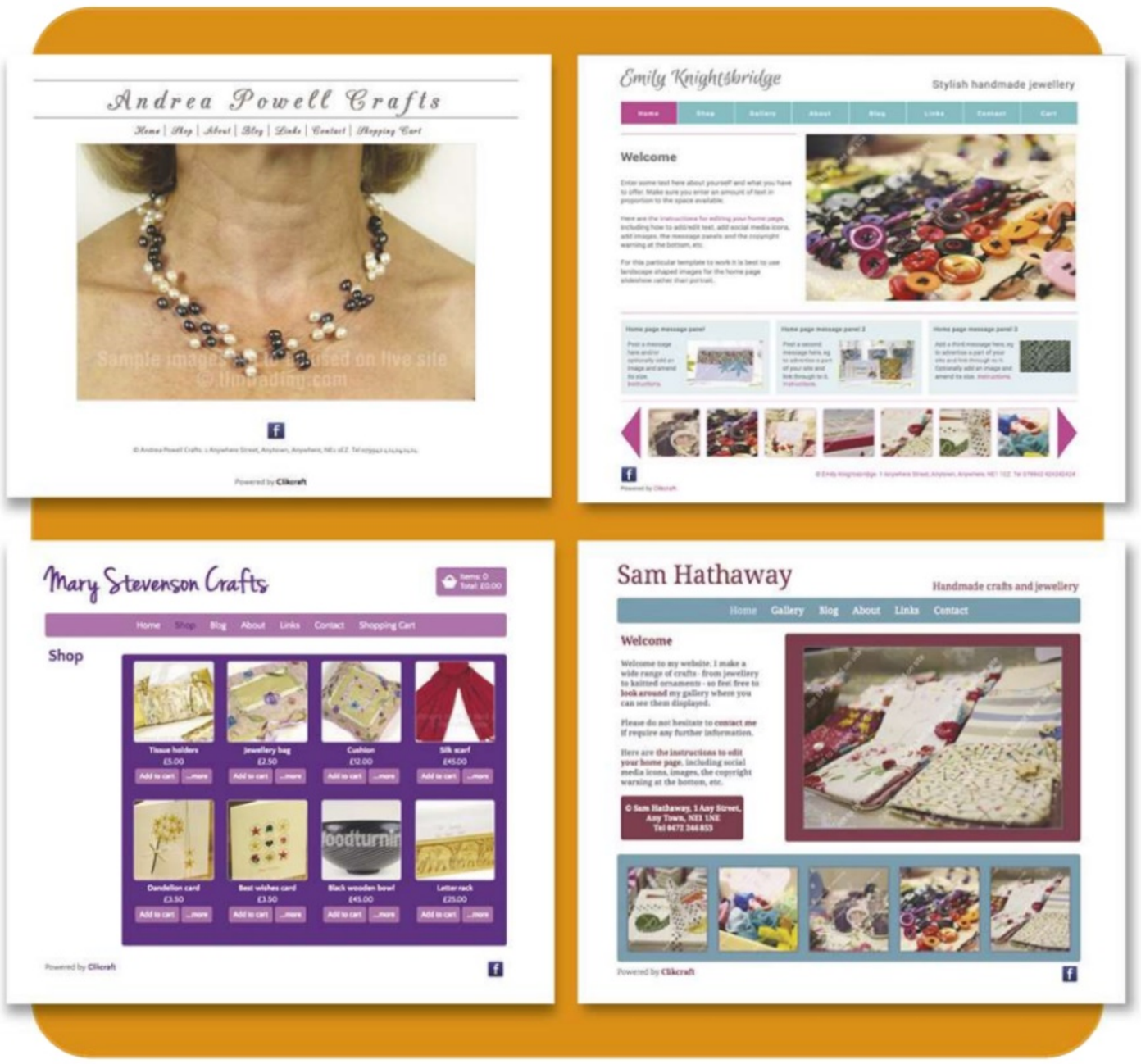
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84 Crazy horses! Crochet unicorns are selling everywhere right now...



16 Everything today is thoroughly modern! Meet our cover star, Modern Millie

Welcome



Your August issue of *Craftseller* has sunshine oozing from every page! Floral prints, tropical papers, holiday gift ideas — the works! So what if it's bucketing it down outside? We've got summer all sewn up for you in this month's issue...

We have a gorgeous tropical flower beach bag, perfect for sun-seeking customers (p.36), a very sweet cloche sunhat for little girls (p.72) and retro-inspired crochet sunglasses for the more trend-led shopper (p.66).

We also have a beautiful, classic bridal hair vine, a huge seller in the wedding market (p.28), all-the-rage copper-covered terracotta pots (p.60) and a floral cross stitch alphabet, great for nurseries (p.94).

And of course, we have our fabulous flapper cover star, Modern Millie, and her cute Dalmatian dog over on page 16 — a great addition for lovers of art deco. Plus, for the more unusual collector, we have a very cute and quirky crochet unicorn (p.84), complete with silver, sparkly curls.

Feature-wise, we take a look at the best-selling crafts in the UK and share tips to make your craft-selling efforts more profitable. We also have our top ten summer makes guide to help you get season-savvy with your crafts and maximise your profit potential. Enjoy! See you next month!

Zeena

ZEENA MOOLLA- EDITOR

p.s. Don't forget to tuck into your FREE papercutting template book packed with pretty, vintage-inspired designs! There's a template for EVERY skill level...



60 Copper-covered terracotta pots are a big homeware trend - and so easy to do



28 Try our classic hair vine packed with profit potential for the wedding market



66 A crochet sunglasses case is a quick and easy, vintage-inspired make



51

You'll love our totally tropical paper collection

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OVER £1,000 OF PRIZES TO WIN!

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Unicorns are big sellers everywhere at the moment – try our crochet one

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Personalise your makes with these cross-stitch floral alphabet hoops



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34



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Our team of experts are here with the best solutions to all your craft-selling conundrums

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106 **Online loves**
We share our favourite discoveries on the internet this month for great shopping inspiration

Turn to page 100 for those all-important templates

Contributors

Meet three Craftseller designers who have created projects just for you this issue...



Debbie Von Grabler-Crozier

Little ones will be heads above the rest with Debbie's summer cloche hat on page 72.

Debbie originally set out to become a doctor but life had other plans as she discovered writing and crafting was how her "story would unfold". As a pattern designer working across four continents, Debbie is pretty much caught up with all the latest trends. Her sweet hat on page 72 is a great seller this season.

Janine Holmes

Customers of all ages will love Janine's quirky crochet unicorn on page 84.

Feeling restless and ready for a challenge, Janine Holmes took the leap into craft selling and set up her shop, Moji-Moji Design in 2011. "I enjoy designing amigurumi makes so much that I can't wait to get up and start a new day filled with yarn, hooks and all my funny creatures," she says. We think her unicorn on page 84 is her most enchanting, quirky character to date.





Verity Gough

Inject some fun into a boring outfit with Verity's easy-to-make buttons on page 27.

Verity has always been a keen crafter, forever dabbling in and out of illustration-based jewellery, papercutting and soap making. An avid fan of anything vintage, retro or unusual, Verity's adoration of all things quirky has led her to craft-selling ventures in the famed Waterlooplein market in Amsterdam. Find her design musings at vintageverity.

A SPECIAL MENTION TO

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Reprographics Tony Hunt and Chris Sutch
Photography Steve Sayers and Phil Sowels
Distribution Frontline
Printed in the UK by Texts: William Gibbons and covers: Philtone Litho Ltd

A special thank you to contributors and designers
Jo Benner, Bobby Cheung, Emily Coltman, Vicky Craxton, Debbie Von Grabler-Crozier, Cath Dean, Joanne Dewbury, Karen Dunn, Jenny Ellory, Caroline Fazakerly, Louise Firchau, Sue Gent, Verity Gough, Sarah Heys, Janine Holmes, Holly Johnson, Durene Jones, Katina Killey, Pip Leyland, Erica Martyn, Sof McVeigh, Sarah Chadwick, Katie Nicholls, Marie Parry, Val Pierce, Jacqueline Ramsey, Mel Sherwood, Jyn-San Tsang, Rachel Turner, Liz Ward, Claire Watkins, Dorothy Wood, Clare Yuille

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Craftseller is published by:
IMMEDIATE MEDIA Co

Immediate Media Company Limited, 2nd Floor, Tower House, Fairfax Street, Bristol BS1 3BN. Tel: 0117 927 9009
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Making News

Welcome to your one-stop shop for all the latest craft trends, dates and celebs...



THE HANDMADE FAIR

Have you booked your tickets to The Handmade Fair yet? Taking place at Hampton Court Palace on 18–20th September and hosted by Kirstie Allsopp, your pass includes entry to make and takes, skills workshops and the shopping village. To find out more and to book your tickets, (from £29) visit thehandmadefair.com.

GARDEN LIVING

WHEN THE SUN'S SHINING, there's nothing we love more than prettifying our outdoor spaces. No matter how small your garden or courtyard, fill it with lights, mirrors, bunting and birdhouses to transform even the most functional area into somewhere to show off your creativity! If you're looking for something to make, why not pick up some oilcloth and make some garden cushions, too?

Garden Flamingo, £30, tch.net; Outdoor Pink Cushion, £16, next.co.uk; Garden Chair, £225, outhereinteriors.com



Get a tropical touch for your garden with colour brights



COOL CRITTERS

We love these cute new kitchen accessories by Jane Foster at Cloth Ears – they're such a fun way to brighten up your cooking space. Featuring double oven mitts, aprons, tea towels and drink cosies, these kooky characters are sure to brighten up dinner duties. Prices range from £5.95 to £19.95 – shop the collection at cloth-ears.co.uk.



3 MINUTES WITH MATT CHAPPLE

1 The best tips I picked up on *The Great British Sewing Bee* were to press everything, to measure twice and fit once, and, if in doubt, pin it first. There's nothing more disappointing than perfectly stitching the wrong bit.

2 Meeting the other contestants was my highlight of *Sewing Bee*. We're a close bunch and always encouraged, consoled and pulled each other together.

3 Since the show, I've launched my blog, sewwhatsnew.co.uk. I love thinking about what would make a fun blog post, taking the photos and publishing it for people to read. We're receiving great feedback from our readers and enjoy responding to them.



See more of *The Great British Sewing Bee* winner Matt's stitching skills at his blog, sewwhatsnew.co.uk

sewwhatsnew.co.uk

Talent SPOT

THIS MONTH'S SELLER
ANNA WISCOMBE







Originally from the Dorset countryside, Anna Wiscombe now lives and works in London but still draws her inspiration from the natural world. Her collections of wooden wall animals, plywood meadow flowers, decorative ornamental birds and rustic jewellery are all handmade in her London studio – take a look at annawiscombe.com.



VISIT: Guthrie and Ghani, Birmingham

You'll remember Lauren Guthrie as a finalist from series one of hit show, *The Great British Sewing Bee*. Since then, she's gone on to set up her very own fabric emporium and sewing school in Birmingham with her husband, Ayaz. Guthrie & Ghani stocks a beautiful collection of fabrics, patterns and accessories, and hosts dressmaking workshops throughout the year to suit all levels of sewist. Find out more at guthrie-ghani.co.uk.

INSTA INSPIRATION

We've rounded up a few of our favourite Instagram accounts for an instant fix of crafty cool

LIVE IT. LOVE IT. MAKE IT.

Friends Sammy & H blog about all their crafty makes. Their Instagram is a riot of playful colour that will brighten up your day. (liveit.loveit.makeit.)



LISA COMFORT

See the founder of the Sew Over It blog and shop modelling all her latest patterns on this stylishly retro account. (lisacomfort)



GINGER PICKLE

Ginger Pickle founder, Jade, posts plenty of prettiness and uses some gorgeous filters for her picture-perfect snapshots. (gingerpickleshop)



S IS FOR... SUPER CUTE!

IF YOU LOVE SEWING and have some little people to entertain during the school holidays, turn your hand to some of the gorgeous makes from *Belle and Boo: S is for Sewing* (Quadrille, £16.99). Kids will love the dolls, hobby horse and picnic makes, while you can even get ahead for Christmas and stitch your own advent calendar. We're tempted to make a grown-up version of the fab teepee tent, too – a chic addition to any garden party.

Photography by Laura Edwards



Get kids sewing this summer with timeless makes to treasure

SUPER SITES

Our pick of the best from the world of online this month...

homeofartisans.com
Craft lovers and design fiends won't be able to resist this carefully curated site filled with unique, hand-picked buys.

hestershandmadehome.com
Find cute DIY projects to update your home – we love the video tutorials, too.

conversationpieces.co.uk
This gorgeous blog is run by Zoe Pearson, Pinterest's marketing manager, which tells you exactly how cool it is!

Dear Craftseller

Email yourletters@craft-seller.com with your latest crafting and selling stories – the star letter wins an Abakhan prize!



So tweet!

I WORK FROM HOME as a seamstress and when I have time, I love to make handmade gifts. I decided that my friend's upcoming wedding was the perfect opportunity to make the birds from issue 33 of *Craftseller*. I customised the lovebirds so that they were little feathered replicas of the bride and groom, the male wearing a grey suit with a pink cravat and the female wearing a lace dress with a bridal train. Needless to say, the couple loved them.

REBECCA DEVALL, COLCHESTER

CS So glad we helped inspire your creativity and bring a special touch to your friend's big day!


Makes with personality are always big sellers

Crafty Blog

www.theinteriordiyer.com



If you're looking to update your home with a hit of modern cool, this is the blog for you. Its selection of sleek, easy-to-do projects has helped me to bring my interiors up to date with the latest fashions and trends.
Naomi Hay, Bristol

Stack 'em up!

THE STACKED ELEPHANTS THAT featured in issue 50 were so cute, I had to have a go at making them. I work with felt and sell my handmade items through my business, Daisy Felts. I had to make sure the pattern would work in hand-stitched material and that they passed the CE testing process for toys and they did – yay! I love how the three elephants let me grade the colours to give a bright and colourful stack. So far, they are proving very popular – even my 22-year-old-niece wanted a set for her birthday and she was delighted with them. Thanks so much for such a great pattern - I can't wait to see what you've got in store for us next!

DIANE DAWBER, PRESCOT, MERSEYSIDE

CS Buyers will never forget makes as good as these!

Ballerina girl

I RECEIVED THE JUNE edition of *Craftseller* whilst looking after my three-year-old granddaughter, Layla. She saw the front cover and said she loved the ballerina. I have not crocheted for many years so I made no promises but nevertheless, I set to work after she left. In no time at all I had made the doll. She loves it. Now, I think I'm hooked on crocheting and have just started making a cactus pincushion. My task now is to look through back copies of *Craftseller* (I never throw them away), and see if there are other crochet patterns that I could add to my stall.

JOAN BEEDLE, HUDDERSFIELD

CS Layla is one lucky girl! We can't wait to see what other crochet creations you'll turn your hand to.


Ballerina dolls have a timeless quality that sells

Star LETTER



Little Ruby is a perfect model for her mum's makes

CROCHET CUTIE

WHEN I BECAME A mother, I learnt how to crochet so I could make something nice for my daughter. I admit, I threw my yarn and hook across the room in frustration many times but gradually, I really started to enjoy it. With my newborn baby as my inspiration, I set up my business, Ruby and the squirrel. I've only had my little company running for a short while but I hope it blossoms alongside Ruby growing up. I love what I do and most of all, I love seeing other babies in my makes.

SAMMY OWENS, EASTLEIGH, HAMPSHIRE

CS HOW cute? We love this Sammy – so sweet!

STAR LETTER PRIZE!

This month our star letter writer wins £50 worth of vouchers to spend at abakhan.co.uk





We love the emotion behind Jacqui's make

Champion crafter

I HAVE ALWAYS LIKED cooking and baking but apart from that, I never really considered myself to be a maker. However, when my dad passed away and all the fuss had calmed down, I was left with time and sleepless nights. I came across craft unexpectedly and realised that it could be a way to pass the hours and keep my mind busy. Crafting has turned such a painful time into a positive journey as I focused my energy and grief on creating gifts. This make is Roberto, named after my dad, Robert. He was my real-life superhero so I thought it was only fitting that I made my own version.

JACQUI CONROY, LIVINGSTON

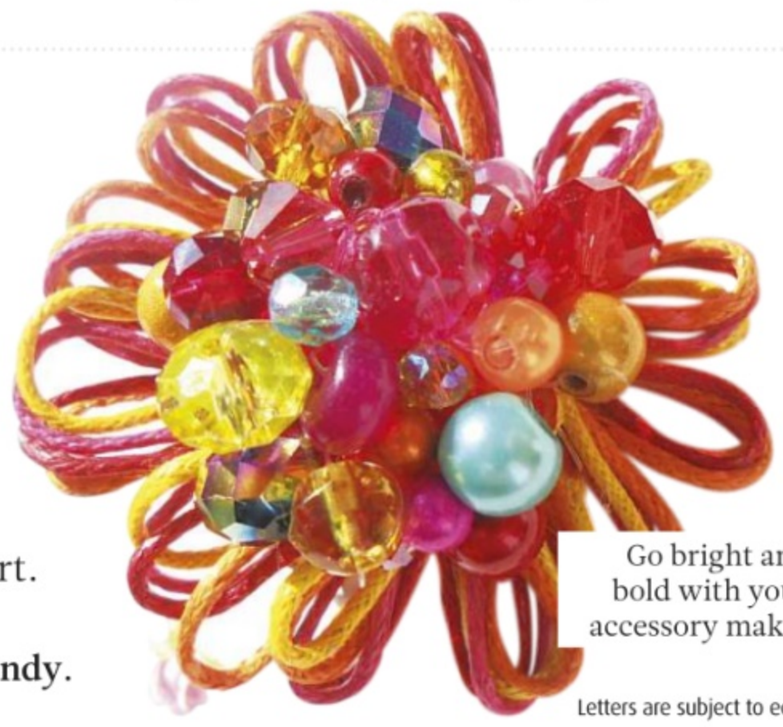
CS What a lovely tribute to your dad, Jacqui.

Lifting spirits

MY JEWELLERY BUSINESS STARTED off with me making pieces for friends and family. I received so many compliments that I decided to expand and start selling brooches. My designs have come a long way since I began three years ago and I'm much more daring with my colour scheme and the materials I use. My brooches sparkle, glisten and radiate colour and, in a world that sometimes needs cheering up, I feel like I'm doing my part.

WENDY BURDIS, YORKSHIRE

CS A lovely sentiment and thinking behind your business, Wendy.



Go bright and bold with your accessory makes

Crafty talks

Here are some of our favourite posts and tweets this month...

Getting stuck into a *Craftseller* project. Can't wait to make this collar. @MISSKENDALJAMES

Today, I shall be trying to locate my missing 'oomph'. @JACSSTUDIO

Time for a break, a hot choc and the latest issue of *Craftseller*. @IVEBEANCREATIVE

@CraftsellerMag is the perfect way to start a Sunday morning. @AMANDA3DL

Craftseller has just arrived. Now for tea and a good read! @APATCHWORKFAIRY

Letters are subject to editing in accordance with *Craftseller* style guidelines

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Dear *Craftseller*, 2nd Floor, Tower House, Fairfax Street, Bristol BS1 3BN



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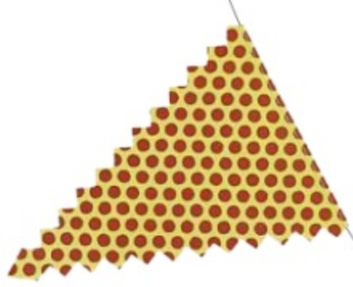
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Pop art

Burst into summer with off-the-wall prints and colours that zing!



6





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8



9



10



11

12

13

14

15

1 Matchstick Print Dress, £250, **therodnikband.com** 2 Bright Hanging Retro Pendant Lights, £40, **artchateau.de** 3 Dear Jane Wrapping Paper by Whimzwhirled, £9.80, **spoonflower.com** 4 Comic Book Wrapping Paper by Season Of Victory, £9.80, **spoonflower.com** 5 Retro Espresso Cups and Saucers, £12, **tesco.com** 6 Superhero Birthday Bunting, £7.99, **gingerray.co.uk** 7 Vintage Lady Brooch, £35, **tattydevine.com** 8 POW Comic Cushion, £22, **artylicious.co.uk** 9 Lolly Hairbrush, £7.99, **npwgifts.com** 10 Top Of The Pops Kids' Tent, £194.95, **cuckooland.com** 11 Yellow Banana Purse, £4.99, **newlook.com** 12 Selected Items from **tesco.com** 13 Sealed With A Kiss Acrylic Earrings by Jennifer Loiselle £45, **etsy.com** 14 Pop Art Kiss Me Handmade Makeup Bag, £12.95, **swankymaison.co.uk** 15 Shark Fin Armchair, £449, **made.com**

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Summer **ribbon on wooden spool**, £12, sistersguild.co.uk · Large **heart pin wheel**, £4.50, guthrie-ghani.co.uk · Erika Knight **British blue Leicester wool** in boho, £4.20, erikaknight.co.uk







Fun and **floral buttons**, £1.25, oakroomshop.com · Bright **rainbow chevron ribbon**, £2.99, candleandcake.co.uk · Rico alphabet **decorative stamp set**, £11.50, johnlewis.com







Pink primrose **fabric bundle**, £7, hobbycraft.co.uk · Laine Saint-Pierre **embroidery thread**, £2.75, loopknittingshop.com · Coloured hand-painted **wooden embroidery hoops**, £3.80, bobostitch.co.uk



Modern Millie

Collectors will be queuing for this 1920s-style doll – she'll bring a touch of art deco glamour to your craft stall this summer. **By Vicky Craxton**



COVER stars

INFORMATION

Materials

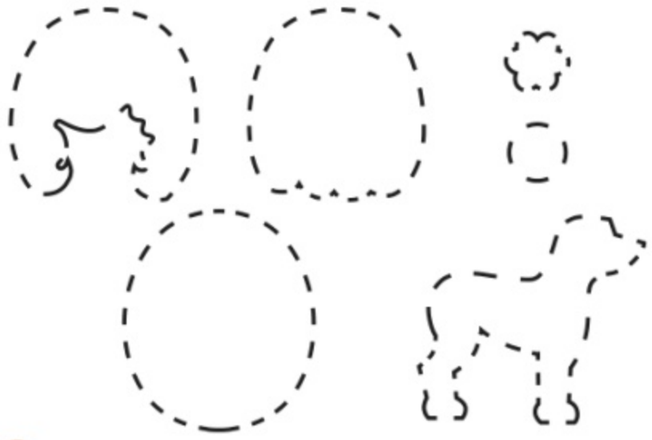
* Skin tone Tilda fabric measuring 40 x 41cm (15¾ x 16¼in)
* Plain white cotton fabric measuring 20 x 15cm (8 x 5¾in)
* Riley Blake Valencia Yellow Squiggle fabric measuring 30 x 33cm (11¾ x 13in)
* White felt measuring 36 x 36cm (14¼ x 14¼in)
* Old Gold/Gingerbread' (orangey brown) felt measuring 23 x 12cm (9 x 4¾in)
* Black felt measuring 10 x 7cm (4 x 2¾in)
* Scrap of red felt
* 1m (40in) length of 10mm wide honey gold satin ribbon
* 40cm (15¾in) length of 7mm wide grey satin ribbon
* 41cm (16¼in) length of 4mm white pearl beading
* 36cm (14¼in) length of 1in-wide white loop tassel fringe
* 54cm (21¼in) length of 1mm wide florist wire
* 10mm white pearl bead
* 20cm (8in) long wooden kebab stick
* 34g plastic pellets
* Polyester toy filling
* Baby pink chalk
* Fabric glue
* Hot glue gun and glue sticks
* White emulsion and paintbrush
* Embroidery thread in black, skin tone and orange/brown
* Cotton sewing thread in white, skin tone, orange/brown, light grey and yellow
* Pliers
* Wire cutters
* Hand sewing needles
* Sewing machine

Sizes (h x w x d):
Lady – 27 x 16 x 8cm (10½ x 6¼ x 3¼in) including parasol
Dog – 11.5 x 13 x 4cm (4½ x 5 x 1½in)
Skill level: Moderate

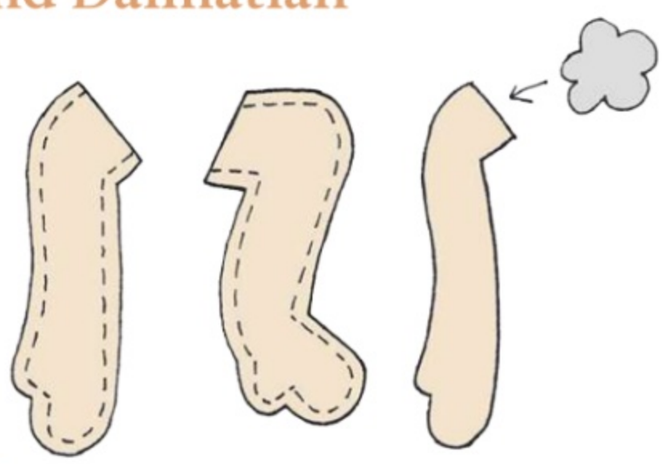
If you're looking for a stand-out make for your summer range, then our 1920s lady, and her gorgeous felt Dalmatian will give you a serious sales boost. It's the attention to detail that takes this make from a sweet doll to a must-have collectable. You'll enjoy making flapper trademarks like her cloche hat, drop waist dress and pearls, while the fiddly parasol is a great opportunity to stretch your craft skills.



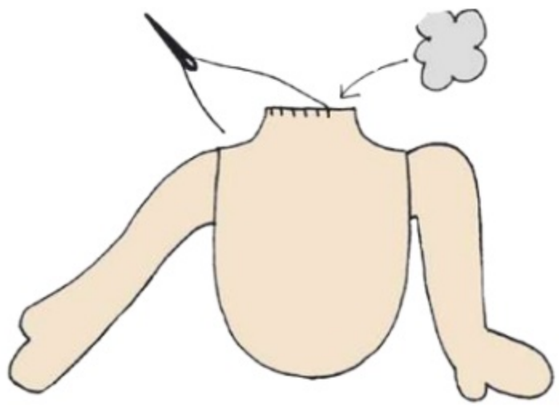
How to make the 1920s lady and Dalmatian



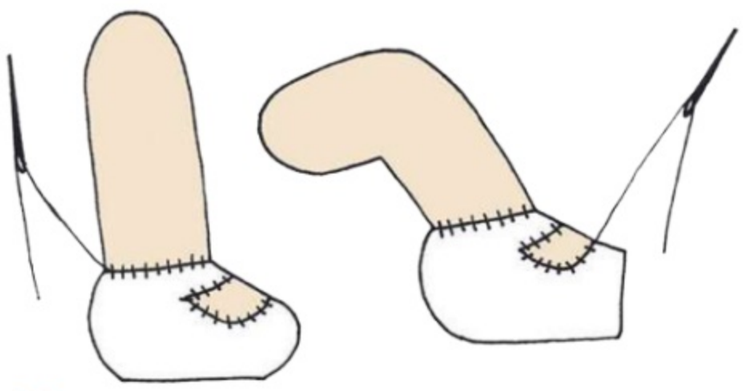
1 Use the templates on page 100 to cut out the shapes in the colours indicated. All the templates include a 0.5cm (¼in) seam allowance so there's no need to add more.



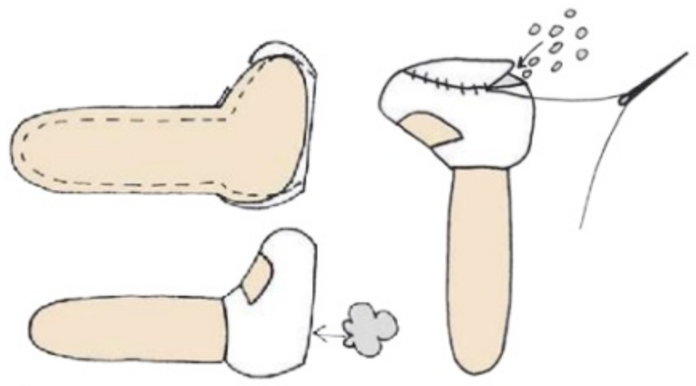
2 With right sides facing, machine stitch each pair of arm shapes together but leave the short straight end open. Turn through and stuff with toy filling. Stuff the left arm so it is stiff and the right arm so it can bend.



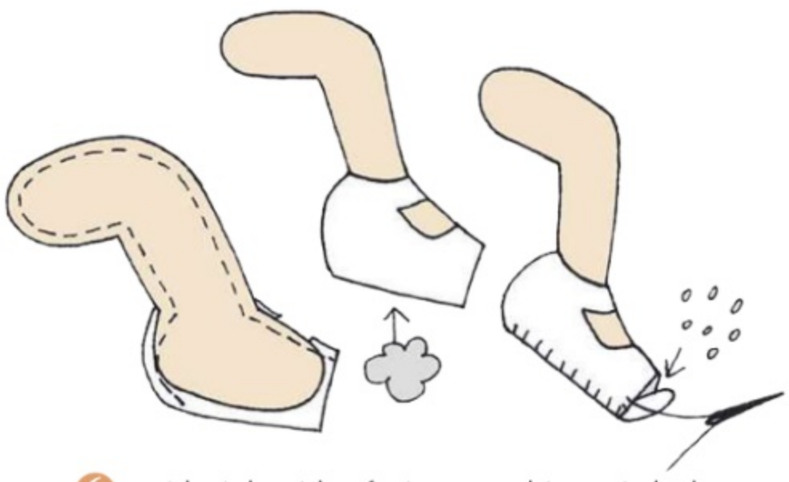
3 Place the torso shapes with right sides together. Pin the left sides together. Pin the end of the right arm in between the torsos on the left side so it is 0.5cm (¼in) from the top. Make sure the arm is on the inside of the torso and poking out the bottom. Machine stitch the left side of the torso. Repeat for the left arm on the right side of the torso. Push the arms inside the torso away from the bottom edge. Sew the bottom of the torso together. Turn through and stuff with toy filling. Fold in the top of the neck and sew closed with an overstitch.



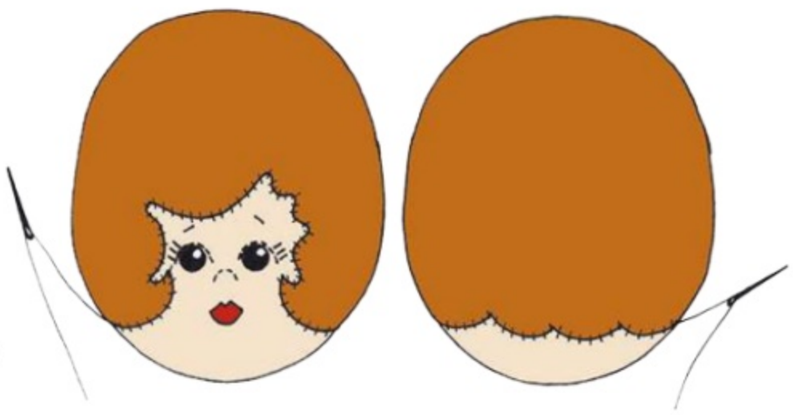
4 Pin the shoes onto the legs so they cover each foot. Using an overstitch, sew the top and middle edges of the shoes in place.



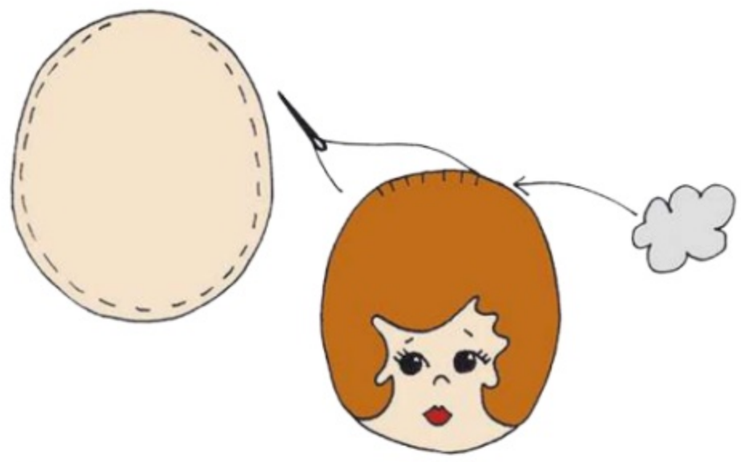
5 Pin each pair of legs with right sides together, making sure the edges of the shoes meet up properly. Machine stitch the left legs together, leaving the bottom open. Turn the left leg through and stuff so it is stiff but leave the foot empty. Sew the left sole onto the bottom of the foot using an overstitch and, before sewing it closed, fill the foot with plastic pellets.



6 With right sides facing, machine stitch the right legs together but leave the bottom and front tip of the foot open. Turn through and stuff with toy filling so it is stiff but leave the foot empty. Using an overstitch, sew the long bottom edge of the foot together. Sew the right sole onto the front tip of the foot and fill the foot with plastic pellets before sewing it closed.



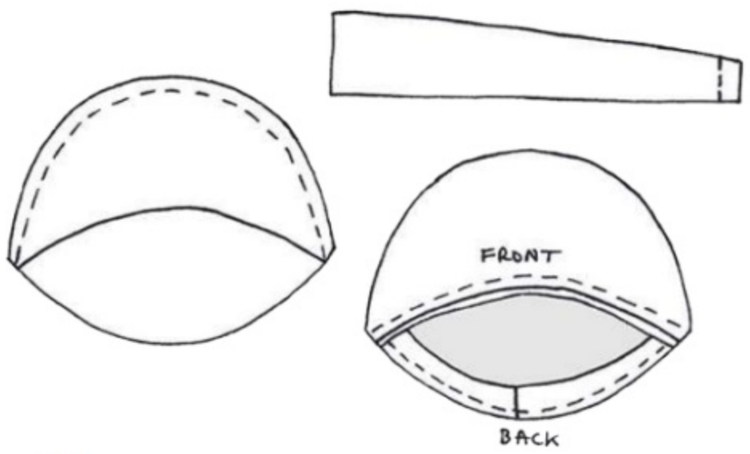
7 Pin the hair onto the head shapes and sew the bottom edge using an overstitch. Stick the eyes, eye shines and lips in place with fabric glue. When dry, sew a backstitch curve over each eye using all of the strands of the black embroidery thread. Sew three straight stitch eyelashes. Use skin tone thread to sew a backstitch curve as a nose. Use orange/brown thread to sew two straight stitch eyebrows.



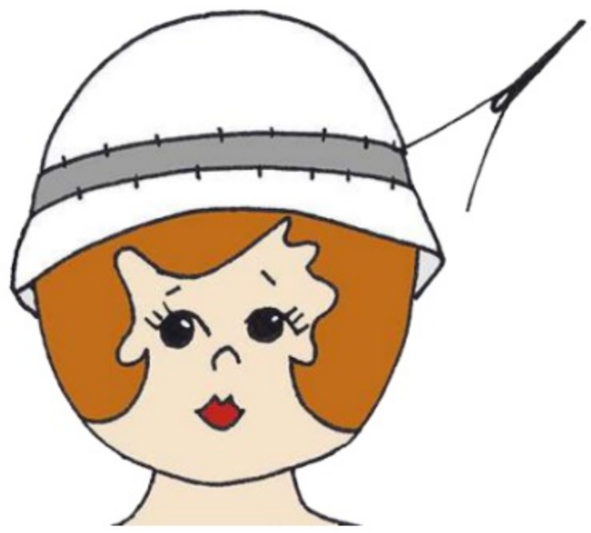
8 With right sides facing, pin the head shapes together, then machine stitch in place leaving a gap at the top. Turn the head through and stuff with toy filling. Sew up the gap using an overstitch.



9 Sew the head to the neck. To prevent it flopping, position the head so it is slightly in front of the neck and not directly on top. Attach the top of the left leg to the bottom left corner of the torso so it covers the back by about 1cm (½in). Attach in place with a single cross stitch, then sew along the top edge of the leg to make it more secure. Attach the top of the right leg to the bottom right corner of the torso; position it so that it is on the front and the feet are level. Secure in place as before.



10 With right sides together, machine stitch the top edge of the hat shapes together. Fold the brim in half and sew the short ends together so you have a 0.5cm (¼in) seam. Pin the long straight edge of the brim onto the bottom edge of the hat so the brim's seam is in the middle at the back of the hat. Make sure the brim is on the inside of the hat and machine stitch the edges together. Turn the hat through and pull it onto the lady's head. Secure in place with a few tiny stitches along the top of the brim.



11 Starting at the back, pin the grey ribbon along the top of the hat's brim so it covers the seam. Cut the ribbon to size and fold the end under to cover the frayed edge. Sew the ribbon in place with tiny stitches along the top and bottom of the ribbon.

12 Cut 8cm (3¼in) of grey ribbon and glue one end into the middle. Stick the other end into the middle so it covers the first end. This is the back of the bow. Cut 2.5cm (1in) of ribbon and glue one end onto the back of the bow. Wrap the ribbon over the front of the bow and glue the other end onto the back of the bow. Stick the bow onto the ribbon on the hat on one side.

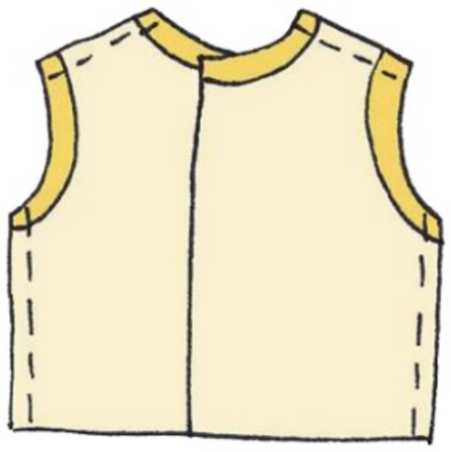
13 With right sides together, machine stitch the sailor collar shapes together, leaving a gap on the inside curve. Turn through and sew the gap closed using a blind stitch. Press the collar. For the top, turn in the edges of the collar and armholes of the top shapes by 4mm and machine stitch in place.



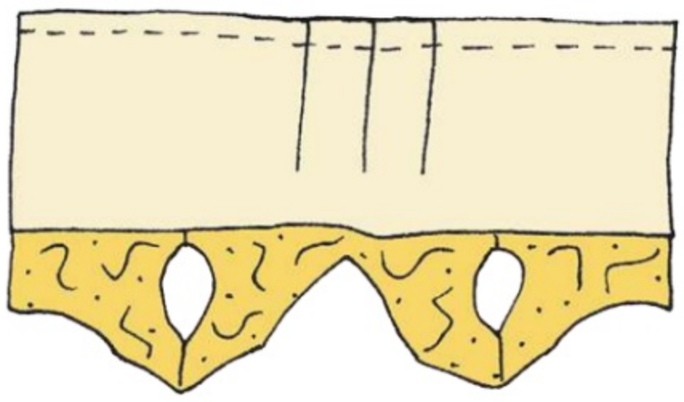
TOP TIP

Use a doll stand or weighted plinth to help the lady stand upright when displaying her

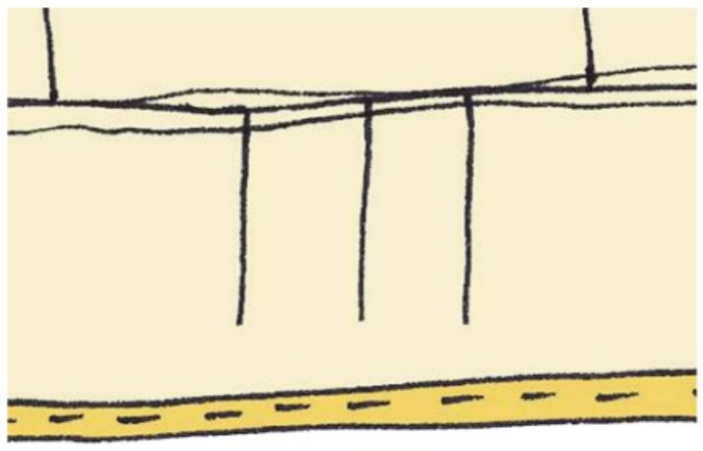
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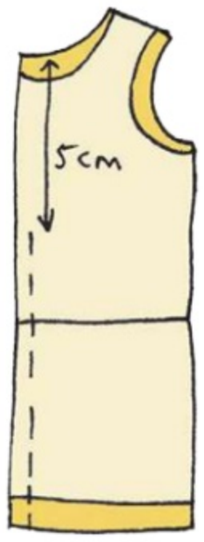
14 With right sides together, pin the side top shapes onto the front top shape so all the edges meet and the side top shapes overlap in the middle. Machine stitch the shoulders and sides together.



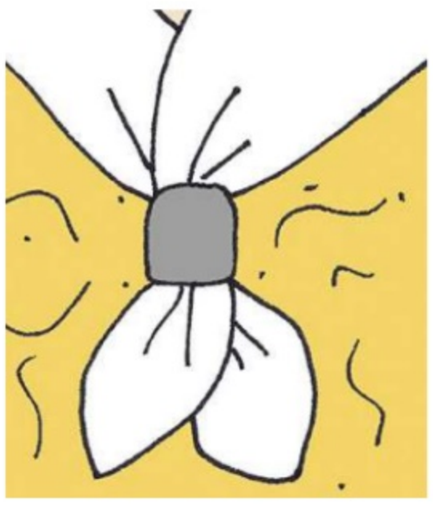
15 With right sides together, pin the top edge of the skirt onto the bottom edge of the top, making sure the ends of the skirt meet up with the ends of the top. Add three pleats along the top of the skirt. Machine stitch the skirt and top together. Turn through.



16 Fold the bottom edge of the skirt under by 0.5cm (¼in) and sew it in place to make the hem. Press the dress flat.



17 With right sides together, pin the back edges of the dress together 5cm (2in) from the top, then machine stitch. Turn the dress through and pull it onto the lady. Sew up the back of the dress using a blind stitch.

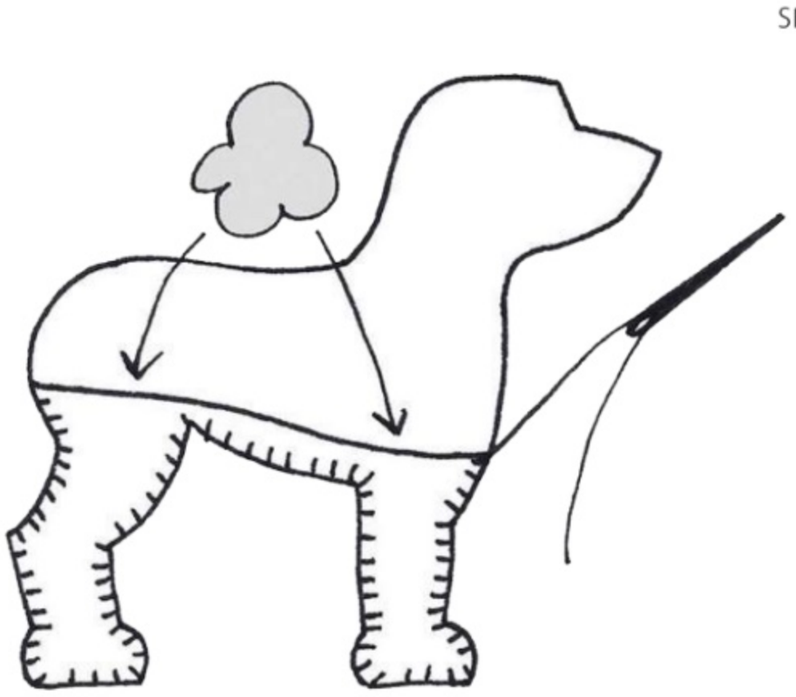


18 Place the sailor collar onto the lady's back so the long ends of the collar go over her shoulders. Cross the long ends over at the front and tie grey ribbon around them to hold them together. Turn the ribbon around so the knot is hidden at the back, then secure the collar in place by gluing the knot onto the dress using fabric glue.



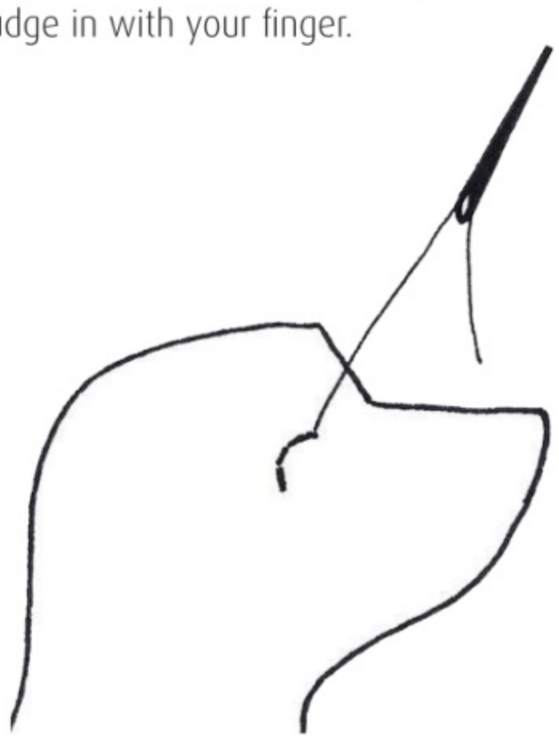
19 Cut a 5.5cm (2¼in) length of pearl beading for the bracelet and a 35cm (13¾in) length for the necklace. Sew the bracelet onto the right wrist. Sew one end of the necklace to the back of the neck, then wrap around the front so it is tight around the neck. Wrap around to the front again so it is long and loose at the front. Sew the other end onto the back of the neck. Using pink chalk, draw cheeks onto the lady's face and smudge in with your finger.





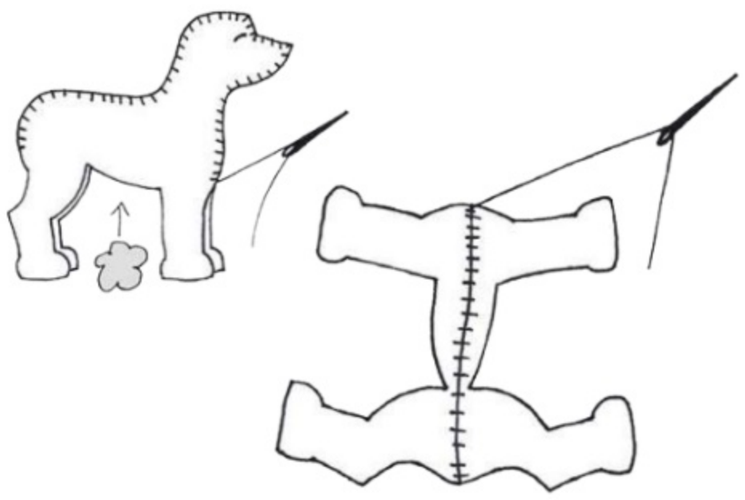
How to make the dog:

1 Sew each inside leg shape onto each Dalmatian body with an overstitch and leave the tops open. Stuff the legs with toy filling.



2 Using all of the strands of the black embroidery thread, sew a curved backstitch eye on the head of each body shape so it is 7mm from the edge.

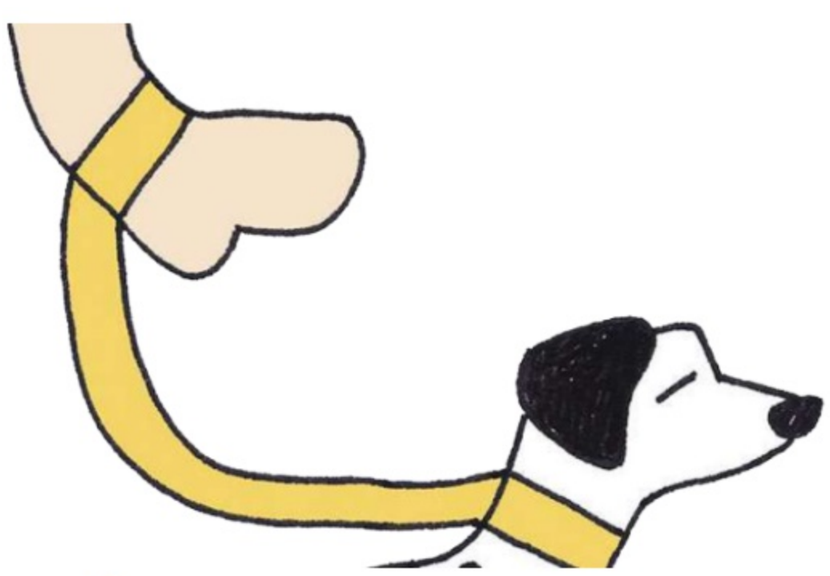




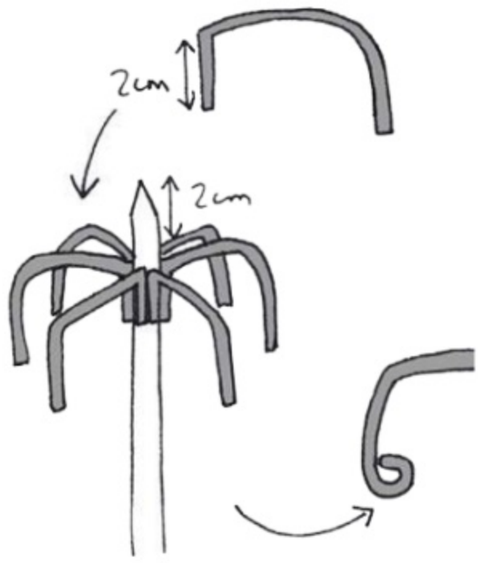
3 Sew the top edges of the Dalmatian body shapes together using an overstitch. Stuff with toy filling through the gap in between the legs, then sew up the gap. Try not to overstuff the top of the legs or they'll splay.



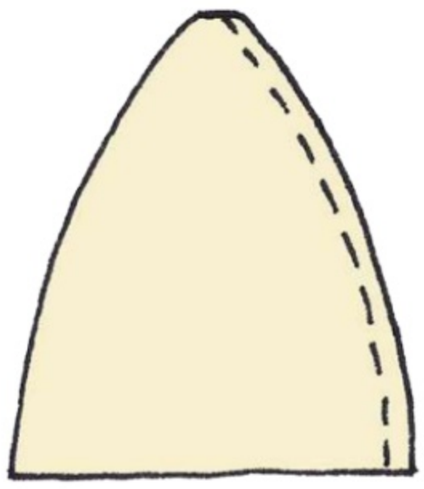
4 Stick the nose and top edge of each ear shapes in place using fabric glue. Push the pointy end of the ears up to make the ears curve, then glue the ends onto the head. Glue black spots onto the Dalmatian's body.



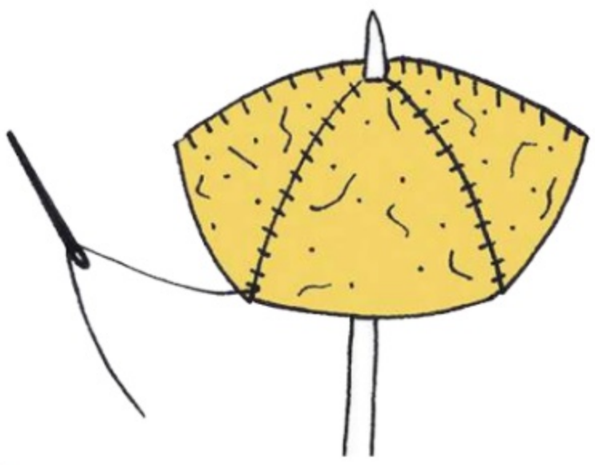
5 Cut a 33cm (13in) length of gold ribbon. Glue one end to the back of the Dalmatian's neck. Wrap the ribbon around the front of the neck and glue it in place at the back to make the collar. Stick the other end of the ribbon onto the back of the lady's left wrist. Wrap it around the front of the wrist and glue in place at the back so it looks like she is holding the lead.



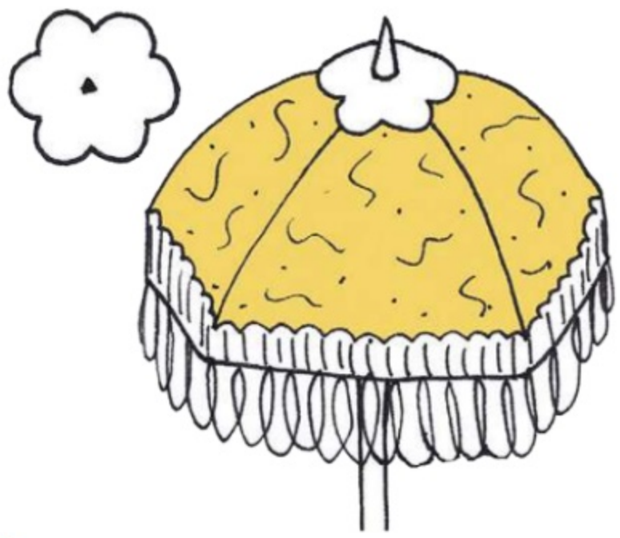
6 Cut the non-pointy end off a kebab skewer to make it 16cm (6¼in) long. Paint with white emulsion and leave to dry.



7 Cut six 9cm (3½in) lengths of wire. At 2cm (¾in) from one end, bend each wire downwards at a 90 degree angle. Bend the rest of the wire into a downward curve. Use hot glue to stick the 2cm ends of the wires all the way around the skewer so they are 2cm (¾in) from the pointy end. Cover the wire on the skewer by wrapping gold ribbon around it and gluing in place. Turn the ends of the wires under into a small loop with pliers.



8 With right sides facing, machine stitch two of the parasol sections together down one side. Sew another section onto the end each time in the same way until you have a line of six sections. Sew the two ends together and turn through to make a fabric dome.



9 Place the fabric dome on top of the wire frame so the kebab skewer goes through the hole in the top. Secure in place by sewing the seams to the wires with an overstitch. When you get to the end of the wire each time, fold the fabric over the wire loop and sew round it and through the loop a few times to hold it in place. Turn the frayed sides over and sew in place with an overstitch. Hot glue the top of the loop fringing onto the parasol and trim to fit. CS

SAFETY FIRST Our 1920s lady and Dalmatian are not designed as toys or meant for young children. Always ensure your work is well-made and any loose parts are securely attached. **Remember, if you intend to sell this make, even if not sold as a toy, there are strict regulations to adhere to. Visit craft-seller.com for more advice.**



"Kirstie Allsopp's my biggest fan!"

Sof McVeigh was so fed up with the gunk she found in her daughter's cosmetics that she started her own beauty business... **By Karen Dunn**

Just a stone's throw from London's world-famous Portobello Market, Sof McVeigh is busy in her kitchen creating a mixture of lotions and potions that smell nothing short of divine.

Six years ago, fed up with how much gunk was in her daughter's much-loved lip balm, Sof started creating her own natural beauty products and saw a gap in the market for cosmetics free from chemicals. Sitting in her bright and airy lounge with her cute dog Molly scampering round the room, Sof, 47, reveals how she took The Homemade Company from a small market stall to big names such as Liberty and John Lewis, not to mention gaining Kirstie Allsopp as one of her biggest fans...

"The Homemade Company is a combination of my two previous careers. I started out as a designer, but as I got older I grew more interested in natural health. So, I retrained as a homeopath and wrote about natural medicine for magazines.

I missed the creativity of my design career though and began looking for a way to combine the two. You could say my eureka moment came when my daughter, Evie, was about seven years old and obsessed with lip balms. Most of them were full of chemicals and I didn't want my daughter putting them on her beautiful skin so I started making them myself. Shortly afterwards, I was at a natural health fair and noticed that the busiest stalls were the ones selling ingredients. It was then that I had the idea to create beauty kits.

I began by making lip balm sets, selling them at a street market in Battersea and local school fairs. They went down so well, I decided I should keep going and make different types of make-your-own kits. I also made a website that I could update myself as and when I needed which has proved to be the backbone of my business.

> "Knowing that Liberty thought my product would fit in their shop was such a boost."

All of the kits have been both cosmetically and toy tested which wasn't cheap, but I knew it would be essential if I wanted shops to stock them. I decided to go big straight away and signed up to large fairs like Country Living and Spirit of Christmas. I was lucky enough to be featured in a gift guide for a national newspaper and suddenly, orders started flooding in. At the time, I was still running the whole business from my spare room and it was getting a little out of hand. We'd taken so many bags to the post office, my local one refused to accept any more!

While it was brilliant to be so busy, the run-up to Christmas had been a hair-raising time and I was reluctant to go through the chaos again. I discovered a brilliant warehouse operation in Hampshire who I could send all the stock to and they would then pack everything up and send them out as the orders came in. It felt like a big step, but it meant I had more time to concentrate on new products and mountains of admin. I began to do trade fairs, too and because of those I signed up lots of little shops and boutiques to sell the kits. One of my first suppliers was a toy shop called Honey Jam. This was special as I had bought my daughter toys from there when she was small. They still stock The Homemade Company and I love that a local shop has supported me for so long.

From the start, my dream was to sell through John Lewis. I tried to persuade them that my kits would be perfect for the brand, but I never heard anything back. Then one day, out of the blue, I got an email asking if I would like to stock with them. That was the point I really thought, 'I've got a proper business here!' Not long after that, Liberty got in touch and asked if they could sell the sets in their Christmas shop. Knowing they thought my product would fit in their stunning store was such a boost. It was even better when the beauty sets were featured on a BBC One programme about the famous boutique.

PHOTOS: UNP





Clockwise from top left: Sof whips up a new batch of natural cosmetics in her kitchen; lip balm kits were the first product launched by The Homemade Company; each set contains everything needed to make your preferred beauty product; bright, bold packaging adds to the kits' profit power; when it comes to ingredients, a less-is-more approach wins out











Clockwise from top left: After a career as a designer and homeopath, Sof has found her dream job; the brand are always developing new kits; all of the company's cosmetics are free from chemicals

Sof's top three craft tips

Be authentic

You have to love what you do or eventually, you'll begrudge the long hours you have to put in to make your business work. Make sure you're an expert in your area. You can have studied or be self-taught, but to make yourself stand out, you need to be passionate. If you're not, people will know straight away.

Keep your overheads low

It can be easy at first to get carried away and take on too many overheads. There are many ways you can keep these costs to a minimum such as using a warehouse operation or taking on seasonal workers. All of my kits use the same base box so if a product doesn't sell, I don't face a huge loss with wasted packaging.

Keep it varied

My core business will always be the kits, but I love having other strings to my bow from teaching workshops to writing books. All of the other things I do naturally flows into my main business and adds to the company rather than detracting from it.

Around the same time I took the plunge and started selling on Not On The High Street. They'd contacted me when I'd just started up, but the time didn't feel right. However, by 2012 I was ready and, while my website is still the most important site for me, I found being on a selling platform helped a steady stream of orders coming in.

While I love working for myself, running a craft business can feel very solitary at times so I decided to share my knowledge and hold workshops. Possibly the biggest class I've ever done was at The Handmade Fair last year. I had to teach a tent full of 100 eager crafters to make sea salt body scrubs and homemade scented oils. It was so much fun and the event itself was really amazing. I now travel all over the country giving different classes, which I love – it's a great thing to be able to do.

I was also approached to write a natural health book filled with seasonal recipes so you can go foraging and make your own products. It was so much fun to put together and I was very lucky that Kirstie

> "I love sharing my knowledge and think it's important to give customers a bit extra."

Allsopp was kind enough to write a forward for the title. She's been such a great supporter of The Homemade Company which can never be a bad thing, especially as she's done so much for the craft scene.

I love sharing my knowledge and think it's important to take time to write blogs and give customers a bit extra. I've also started doing a YouTube channel giving tutorials. There are still not many crafters in the UK doing this and vlogging is the way to go. This year I'm planning on growing the video side of the business even more and have just made a Christmas craft DVD. I love that my working life is so varied. It gives me the chance to share my skills while still giving me time to be a mum. I swear, I have the best job in the world." CS



To find out more about The Homemade Company visit: **www.thehomemadecompany.com** or check out their YouTube tutorials by searching for Sof McVeigh

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Channel the folk trend with our shrink plastic buttons – they'll charm shoppers and turn a pretty penny. **By Verity Gough**

TOP TIP

When shrunk the colours will intensify considerably, so pick muted tones and use pencils not pens

1 Use the templates on page 102 to trace the design onto white shrink plastic in pencil, then colour in with pencils. Add the detail with black fineliner at the end to avoid smudging. Carefully cut out with scissors and punch button holes.

INFORMATION

Materials

* Shrink plastic sheets in white
* Colouring pencils
* Pencil
* Black fineliner
* Scissors
* Single hole punch

Skill level: Easy

2 Place the shrink plastic buttons onto a clean baking tray so they are spaced out and not touching each other or the sides of the tray. Bake in a preheated oven at 170°C, 160°C Fan, Gas Mark 5 for five minutes or until they are not reducing any further in size.

3 Take out of the oven and allow to cool before removing them from the tray. They may stick a little, so lift off gently using a palette knife.



TOP TIP

Over-twisting the stems will create an attractive crinkly effect making the overall effect softer



Bridal style

Add wow-factor to your wedding range with this beautiful hair vine and appeal to brides looking for unique accessories for their big day. **By Dorothy Wood**

INFORMATION

Materials

* 90 x 3mm and 30 x 4mm round ivory pearls (bead-workshop.co.uk)
* 810 x size 11 clear AB seed beads from one hank
* 8m (8¾yd) of 0.4mm gold-plated wire
* 2m (2yd 6in) of 8mm ivory silk ribbon

Size: 44cm (17in) long and 3.5cm (1½in) wide
Skill level: Moderate

Ethereal hair vines are predicted to be the next big thing in bridal accessories and will really come into their own for summer weddings. The pretty combination of wire and beads creates a delicate headdress that can be worn with or without a veil. The twisting technique used to make the vine has three levels of difficulty so if you are a beginner, then just add beads and pearls as single strands or learn the more advanced, three leaf motif to create the fabulous design you see here. To make adding the beads as easy as possible buy your seed beads by the hank and ivory pearls in strings.

Wedding makes require quality materials and particular attention to detail so they can command a premium price tag. Presentation is a key part of the experience, so invest in luxurious packaging to really spoil your brides.

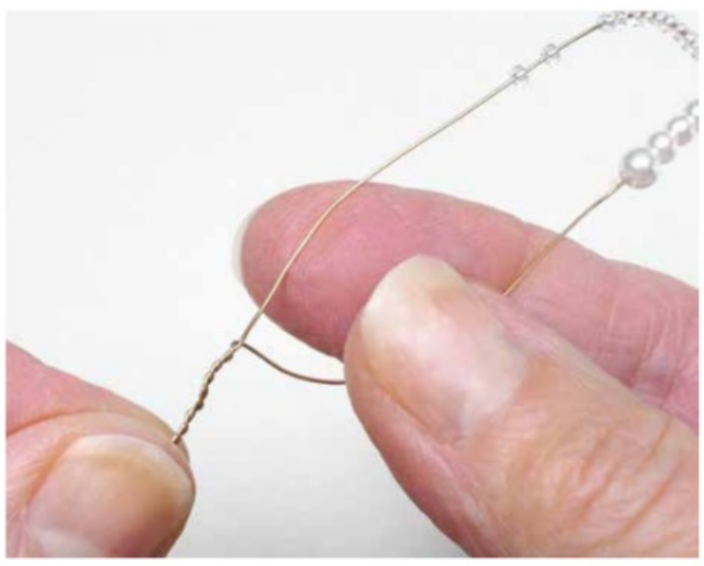
How to make the vine



1 Cut two 2m (2¼yd) lengths of 0.4mm gold-plated wire. Pick up 216 seed beads onto one length of wire. It is easier to string beads straight from a hank, feeding the wire through the beads alongside the carrier thread. Alternatively, you can pick up by hand or use a bead spinner.



2 On the second length of gold-plated wire pick up alternate 4mm and 3mm pearls, adding a single large pearl and then three small pearls. Repeat eight times. Twist the ends of each wire into a small loop to prevent the beads falling off.

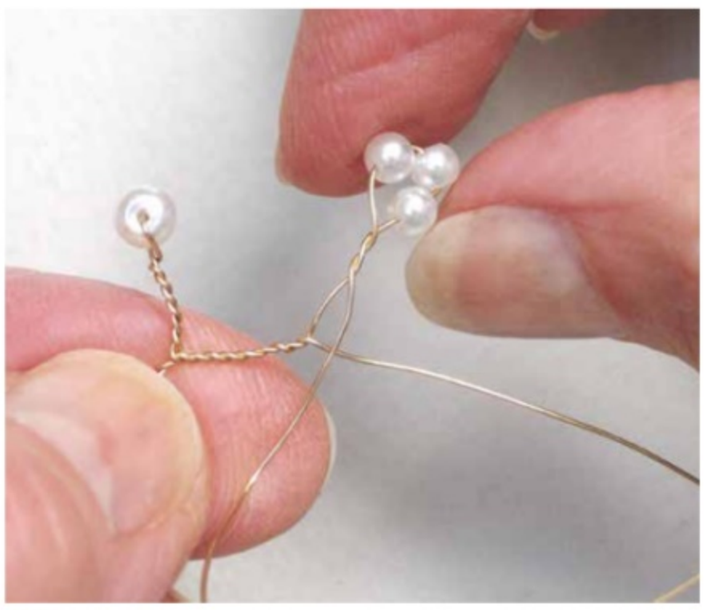


3 Hold the two wires together with all beads on the right-hand side and with the 4mm pearls to the left of the smaller pearls. *Twist both wires together for about 1cm (½in). You will make neater twists if you hold the wires as a 'v' shape while twisting.

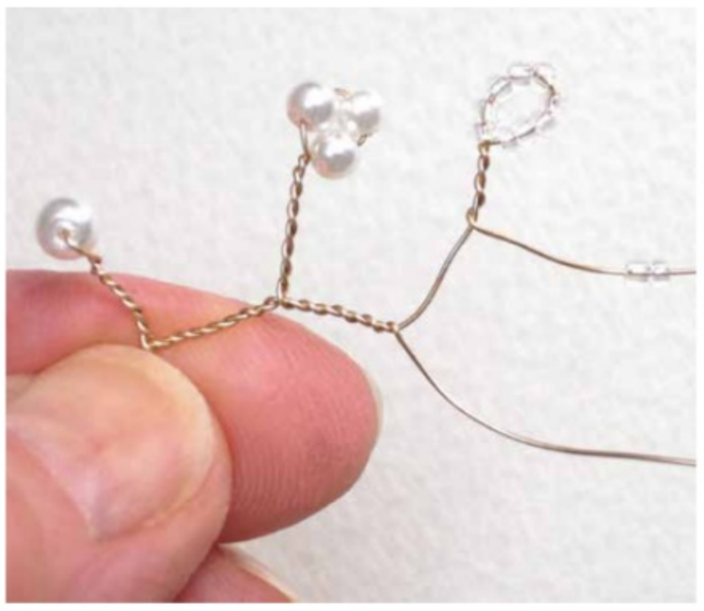


4 Drop the first 4mm pearl down towards the twisted wire. Fold the wire down each side of the pearl to make a 1cm (½in) stem. Hold the pearl and twist until the stem is twisted all the way down to the main vine. Twist the two wires together again for 1cm (½in).

MAKE IT



5 This time bring three 3mm pearls down towards the main vine. Fold the wire to make a group of three pearls and a 1cm (½in) stem. Twist, holding the pearls to make the stem. Twist both wires together for 1cm (½in) again, finishing with the seed bead wire on top.



6 Drop nine seed beads down towards the main vine. Fold the wire over so the seed beads are evenly around the bend and the untwisted stem is 1cm (½in). Cross the wire tail over about 0.5cm (¼in) from the main vine. Twist to make a leaf shape, only twisting the wire together for 0.5cm (¼in) below the leaf.



7 Drop another nine seed beads down towards the first leaf. Fold the wire over so that the seed beads are evenly around the bend and the untwisted stem is about 0.5cm (¼in). Twist to make a leaf shape and short stem. Make a second leaf shape.



8 Repeat step 7 to make a third leaf with a short stem and then hold all three leaves and twist to twist the short main stem down to the vine. Repeat from * until you have eight groups of leaves with pearl stems in between. Turn the wires around and pick up 189 seed beads on one wire.



9 Pick up the pearls on the other wire, beginning with three 3mm pearls and a 4mm pearl. Repeat six times. Make a second length of vine in the same way. Hold the vines together so that the groups of leaves are staggered and twist together.



10 Arrange the leaves so that they are flat out at each side and the pearls are standing up randomly down the middle. Fold the tails over at each end and twist leaving a loop for the ribbon. Trim all wire ends and add a 1m (1yd) length of ribbon to each loop with a lark's head knot, to finish. CS

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Salted caramel & peach blondies

Give a classic summer recipe a salted caramel twist and you'll soon have hungry shoppers swarming around your craft stall. **By Mel Sherwood**

INGREDIENTS

For the salted caramel:
* 150g (5½oz) caster sugar
* 125ml double cream
* 10g (½oz) butter
* 1 level tsp salt

For the blondies:
* 1 tin of sliced peaches, drained
* 300g (10½oz) plain flour
* 2 tsps baking powder
* Pinch of salt
* 70g (2½oz) unsalted butter, melted (plus extra, for greasing and frying)
* 300g (10½oz) brown sugar
* 2 eggs
* 1 tsp vanilla

Special equipment:
23 x 23cm (9 x 9in) square cake tin
Frying pan

Makes: 9 portions
Skill level: Easy

ALLERGY ADVICE When you are selling homemade treats like our blondies, make sure you label all products with clear allergy warnings. For best practice, have a full list of the ingredients used available to give to any customers who ask. **For more information on food safety advice, visit the Food Standards Agency at food.gov.uk**

With a delicious topping of sliced peaches, these blondies look, at first glance, like a delightful summery treat, yet they have a secret twist of indulgence, thanks to a devilishly good layer of salted caramel. If you've never made them before, the blondie is essentially the brownie's vanilla-rich cousin. The delicious salted caramel centre really enhances the traybake's butterscotch flavours, while the peach slices pack in a little taste of sunshine.



If the caramel sets before you need it, just loosen it over a low heat

How to make the blondies

1 Drain peaches and pat dry with kitchen paper. Fry gently in a little butter until each side starts to colour. Set aside.

2 Preheat the oven to 180°C, 170°C Fan, Gas Mark 4, and then grease and line your cake tin.

3 To make the caramel, gently heat the sugar in a large saucepan until melted and brown in colour. Remove from the heat, and stir in the salt and half of the cream – the mixture will bubble ferociously. When the bubbling dies down, stir in the rest of the cream and the butter. Set aside.

For the blondies

1 Sieve the flour, baking powder and salt together into a large bowl.

2 In a separate bowl, whisk the sugar, melted butter and vanilla extract together until the mixture is pale and fluffy, then whisk in the eggs.

3 Fold the dry ingredients into the wet mix until just combined to form a cookie dough-like consistency. Be careful not to overwork the mixture at this point.

4 Press half of the mixture into the bottom of the cake tin. Pour three-quarters of the caramel on top and leave to set for a moment, then carefully spread the rest of the blondie mix on top of this. Lightly press the peach slices into the top of the mixture, and then drizzle over the remaining caramel. Bake for around 40-45 minutes, until an inserted skewer comes out with just a few moist crumbs.

5 Leave the blondies to cool in the tin, and then use a sharp knife to cut them into nine evenly-sized squares. CS

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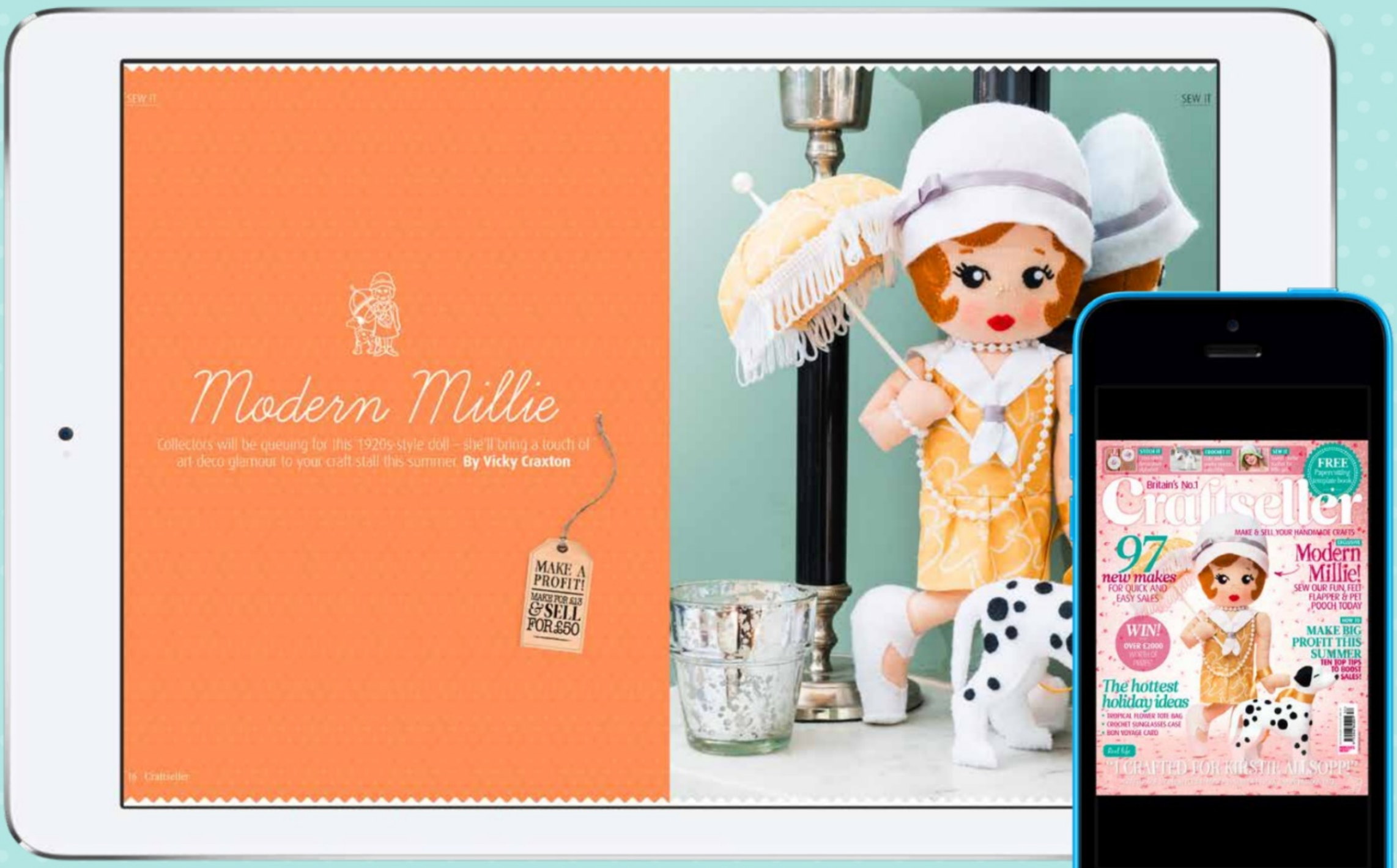
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Beach babe

Embrace the trend for exotic floral motifs with this bold beach bag and say aloha to a healthy bank balance this summer! **By Jacqueline Ramsey**





INFORMATION

Materials

- 1 metre (40in) of turquoise cotton canvas (from plushaddict.co.uk)
- 2 x pieces of turquoise cotton canvas measuring 10 x 60cm (4 x 24in) for the handles
- 75cm (30in) of lightweight waterproof lining fabric
- Scraps of fabric in white, pink patterned and green
- Blue and purple thread
- Black thread for appliqué
- Iron-on interfacing

Size: 44 x 35cm (17½ x 13¾in) (excluding handle)
Skill level: Moderate

Tropical prints are taking over this summer, so help holiday shoppers get the look right with this stylish beach tote with exotic floral motif. The bold sea-blue bag with clashing appliqué flower will catch the eye of fashion conscious customers, but what will really seal the deal is the fact that it's roomy enough for all the beach essentials and has a lightweight waterproof lining making it practical as well as pretty. Play around with your stash scraps when making the flower motif and alter the colours to make each beach bag unique.



How to make the beach tote



1 Use the templates on page 103 to cut out the shapes in the colours indicated. Attach iron-on interfacing to the flowers and leaves. Tack the pink flower to the white flower and machine stitch in place using black thread.



2 Centre the leaves on the right side of the front bag piece. Tack and machine stitch in place. Position the flower, then tack and machine stitch close to the edge of flower. Add decorative stitching around the pink petals.



3 Attach bag side panel to front and back bag pieces matching markings at centre bottom. Clip edges of panel to ease around curves of bag.



4 Stitch bag facings, right sides together, then zig-zag the seam edges to prevent fraying. Press the seams to one side.



5 Make the lining in the same way as the bag. Attach facing to lining. Clip curve of lining to fit the facing. Finish seam with zig-zag stitch.



6 To make the handles, press the long edges in 1cm (½in). Fold in half and then stitch together along both long edges.



7 With right sides together, stitch the lining to the bag along the top edge leaving it open between the tailor tacks. Leave an extra 3cm (1¼in) open beyond one of the tailor tacks. Turn the bag through this gap to right way out.



8 Put lining in bag and press top edge. Place ends of handles into openings between tailor tacks. Machine stitch around top of bag to secure handles in place and close the opening. Run a parallel top stitch around top of bag.

Step photography by Jacqueline Ramsey



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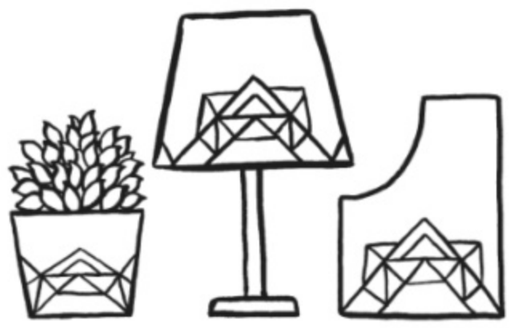
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More ways than one

Tone down a bold pattern with pastel shades to create pretty home accessories that offer a fresh approach to the geometric trend. **By Claire Watkins**

INFORMATION

Materials

* Table lamp base and shade
* Wooden magazine files
* Plant pot
* Rust-oleum Painter's Touch pots of paint in Bright Yellow, Duck Egg Blue and Candy Pink
* Rust-oleum Chalky Finish Furniture Paint in Cocoa
* Tulip Soft Matte Fabric Paint in Yellow, Petal Pink, Cool Blue and Chocolate
* Paintbrushes in various thicknesses
* Dressmaker's chalk pencil

Sizes: Plant pot - 12 x 12cm (4.5 x 4.5in)
Lamp shade - 23cm diameter x 16.5cm high (9 x 6½in)
Magazine file holder - 25 x 10 x 31cm (9 x 4 x 12in)
Skill level: Easy

Put a fresh twist on the geometric trend with these delicious-looking homewares in ice cream shades. Our lamp shade, plant pot and magazine files will make a lovely addition to summer shops. Up your profit-making potential by selling in sets, and if you want to keep costs down, then make them in just two colours, leaving some areas blank so the natural wood or fabric shows through.

How to make the geometric set

How to make the plant pot

1 Trace the pattern template on page 101 onto a sheet of paper, then draw over the lines on the reverse of the paper using a soft pencil to get a thick line. Tape this into position on the plant pot with the thick pencil lines facing in. Draw over the lines in pencil to transfer the pattern onto the plant pot.

2 Start filling in one of the geometric blocks using the pots of paint. If you have an unsteady hand, then you might find it neater to mask off each section at a time to get a straight edge. Fill in other areas in the same colour and leave to dry. Once dry, repeat this process for the other colours until the pattern is completely filled in.

How to make the lamp shade

1 Trace the pattern template on page 101 onto a sheet of paper; the design needs to repeat, so trace it a few times. Tape the template to the inside of the lampshade so you can see the lines through the shade. Consider how the pattern will follow around the shade – you may need to overlap slightly. Draw over the printed lines using chalk pencil to transfer the pattern onto the shade.

2 Start filling in one of the geometric blocks using one of the tulip fabric paint colours. If you have an unsteady hand, then you might find it neater to mask off each section at a time to get a straight edge. Fill in other areas in the same colour and leave to dry. Once dry, repeat this process for the other colours until the pattern is completely filled in.



How to make the magazine files

1 Trace the pattern template on page 101 onto a sheet of paper, then draw over the lines on the reverse of the paper using a soft pencil to get a thick line. Tape this into position on the front of the wooden magazine file, with the thick pencil lines facing inwards and the original template lines facing outwards. Draw over the lines in pencil to transfer the pattern onto the wood.

2 Start filling in one of the geometric blocks using the pots of paint. If you have an unsteady hand, then you might find it neater to mask off each section at a time to get a straight edge. Fill in other areas in the same colour and leave to dry. Once dry, repeat this process for the other colours until the pattern is completely filled in.



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Meet the money makers

Designing a lucrative product is a holy grail for craft sellers, and maximising on best-sellers while keeping costs down can catapult your business to the next level... **By Katie Nicholls**

A quick scan at the list of Etsy's highest UK sellers shows that jewellery and stationery are top of the class when it comes to public demand. Nicole De Bruin and her silver charms, Beads and More and bridal jewellery shop Luxedeluxe are leading the way in the top three spots with kawaii stationery store, Lemon Cat Shop and illustrators Belle & Boo not far behind. Of course, a rich myriad of crafts are present in the top 30, with knitting, textiles and ceramics all there. While jewellery and papercraft are particularly popular, designing a lucrative product in any discipline is a balance between creating a unique product that your customers will love, keeping a reign on costs and honing the art of pricing.

Be unique

Step one in designing a product that will get your tills ringing is to engage in a little research looking at both your customers and your competition. Charlotte Trimm, aka By Charlie's Hand, is a papercut artist who applies her designs to a wide range of products, coming top of the Folksy best-seller list in 2014. As with all good businesses, relationship marketing drives her research and she turns to her customers first when developing a new design. "I ask my followers on Facebook what they think," says Charlotte. "If an idea goes down well, I find a way of making it become a reality." With a solid design concept in place, the next focus is the wider market place to see if a product has unique appeal. "I try to see gaps in the market, spot the potential to exploit and be the first foot in the door," Charlotte explains. Another of Folksy's best sellers is jeweller Claire Gent who started her business three years ago. She agrees that, "it's really important to be aware of the market, other retail prices and which products work well." For both designers, however, positioning also needs to be considered in terms of how it fits in with existing product lines and, says Claire, "how it sits with the rest of my range in terms of both style and price". Charlotte agrees with this reasoned viewpoint: "I have worked hard to establish a brand that has a strong presence and I want to maintain high levels, so I aim to add



It's not hard to see why this, Rainbow Notebook, is one of By Charlie's Hand's best-selling designs

products at a steady pace so customers feel confident that they have been produced to a good standard. It requires hard work and patience but it's worth it in the long-run."

> "Don't make Gucci, price as Primark and expect to inspire confidence."

Adding value...

With over 12,000 craft businesses in the UK, designer-makers are working in a competitive market place, so adding value to your stock (without adding to your costs) is one of the smarter steps to building a portfolio of lucrative products. Offering a bespoke service, pushing the premium value of a design or creating collections are all ways of giving your range added appeal. "One of the most simple ways I add value to my designs is by offering my Giclée prints with a range of colour options," says Charlotte. "I have 22 colours per design, so instead of limiting my print sales to people who only like certain shades, I can pretty much satisfy any colour requirements." Jeweller Claire Gent works in both aluminum and silver and while she can afford to be more experimental with aluminum, her hand-carved silverware carries a premium that her customers are prepared to pay for. "If people really love something, they will probably buy it as it's a luxury, not a necessity. If you have a unique design, then they can only buy it from you."

...without cost

While adding value is key, keeping costs low is vital. Remember, a best-seller is not always the most lucrative product, so keep a keen eye on spend. Claire has honed her production process to reduce costs. "I used to draw everything directly onto the metal, and while I do still have some hand-illustrated designs, the most successful technique cost-wise is using a resist to create a design on the metal. I can work in larger batches and replicate the design accurately each time." Only ordering what you need is another cost-saver. Charlotte prints to order: "I only use the ink and paper stock required at the time so I don't have excess stock of prints in less desirable colours." It's also important to factor in time as part of your costs. "A popular design should be simple to repeat, as it makes sense to keep using it," says Claire, while Charlotte applies her best-selling designs to a range of products. "One design can pay for itself many times over by reusing it, for example, in a print, then notebook, calendar, etc."

The price is right

With a unique product, tried and tested design and costs at a minimum, the last thing you want to do is blow yourself out of the market by over-pricing your product – or working at a loss by underpricing yourself. Pricing is a balance of customer and market knowledge alongside honest costing. Achieving this balance should ensure you make a decent profit and, says Charlotte, that you are on an "equal footing" with competitors. Experience has taught her that, "even if customers love a design, if the price isn't right they will go elsewhere. I aim to price items so my customers feel confident that they will be getting a quality product. Price influences the perception of a brand and if I undervalue my own work then others will too. You can't produce Gucci and price as Primark and expect people to feel confident in ordering from you."



1



2

5 quick top tips for boosting profits

1. Build loyalty
Encourage return visits and purchases with a thank you note and offer discounts for times of the year when sales are slow.

2. Perfect packaging
"Add stylish packaging to entice buyers who will pay more for quality," suggests Susannah Bradley, Etsy's International Community Programs Specialist.

3. Keep talking
Regularly update customers and encourage feedback to keep the conversation (and their custom) going.

4. Tell your story
Lovers of handmade items adore the unique story behind a make. Share how you got started, what inspired you, the special materials you use, etc.

5. Style to suit
"Think about how you can present your item to appeal to your ideal customer," says Susannah. "Then always photograph, label and package, with them in mind."



3

1 Bird designs are big sellers everywhere at the moment as is this Hummingbird print from By Charlie's Hand (folksy.com/shops/bycharlieshand)
2 A well-styled photograph in a great setting will add value to your product (Gibson Bespoke gibsonbespoke.etsy.com)
3 We love the woodland detail on Claire Gent's gorgeous and trend-led, top-selling cuffs (folksy.com/shops/clairegentdesign)
4 A chocolate, retro-inspired dress to die for! Vintage at its best...(etsy.com/uk/shop/digforvictory)



4





Creole crush

Raid your bead box to make cute earrings that are just the right price point to tempt shoppers who are after an affordable treat. **By Dorothy Wood**

INFORMATION

Materials

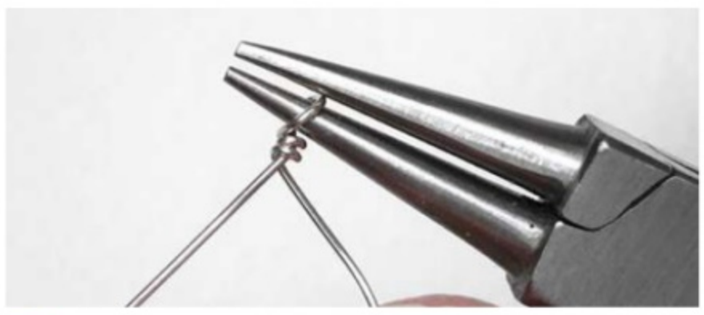
- 6mm firepolish round glass beads, two each in transparent mauve and cobalt blue (beadcrazy.co.uk)
- 4 x 8mm briolette, two pink
- Size 11 seed beads, galvanised silver, matte lilac, opaque pink
- Size 11 delicas, pale lilac AB
- 50cm (45in) of 0.6mm silver-plated wire
- 50cm (45in) of 0.3mm silver-plated wire
- Two silver-plated earring wires
- Jewellery tools
- Nylon jaw flat-nose pliers

Size: 2.5cm wide by 5.5cm (1 x 2¼in) drop excluding earring wires

Skill level: Easy

These quick and easy hoop earrings are the ideal way to use up all the odd beads you have left over from other projects. Choose seed beads that match the colours of the larger beads and you won't even have to try too hard to create your own colourways! This type of earring is known as creole – a pretty shape that looks equally good dressed down with a summer t-shirt or glammed up to set off a pretty cocktail dress. Make the delicas beads decoration as an individual pendant for a matching necklace for a chance to upsell your jewellery as a set.

How to make the earrings



1 Cut two 25cm (10in) lengths of 0.6mm wire. Bend at right angles 3cm (1¼in) from end. Hold at bend and wrap short tail around to make a loop. Rotate pliers and bring tail around at right angles to main wire. Wrap twice; trim short tail.



2 Pick up the large bead sequence, adding a silver seed bead before and after each bead. Bend the wire 3mm (⅛in) below the wrapping, then bring around to create a 5cm (2in) loop. Bend long tail at right angles where wires cross.



3 Hold the wires where they cross, then wrap the short tail around twice to fill in the gap below the wrapped loop. Trim the tail neatly so that it looks like one continuous wrapping.



4 Cut the 0.4mm wire in half and straighten with the nylon jaw pliers. Wrap one end twice around the thicker wire about half way down one side of an earring. Pick up 16 pale lilac AB delicas and position inside the loop. Wrap the wire around twice at the other end.



5 Pick up 17 pale lilac AB delicas and secure below the first row with two turns of the wire, as before. Continue adding a row of silver, then two rows of lilac beads, adding more beads to each row to allow for the earring shaping.



6 Continue adding rows of beads filling the gap up to the larger beads at the bottom. Take the wire back through the bottom row of beads, then trim the tail. Make another earring, then add an earring wire to each top loop. CS

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Totally tropical

Get ready for a summer of scorching sales with this month's colourful papers – perfect for birthdays, party invites and more... **By Jenny Ellory**

8 PAGES of exclusive designs



Fun in the sun

Turn your papers into pounds with these summer celebrations designs! **By Katina Killey**

INFORMATION

Materials

- Free *Craftseller* papers
- White card
- Cocktail sticker
- Yellow brad
- Score board and scoring tool
- Foam pads
- PVA glue
- Paper cutter with straight and scalloped blades
- Spellbinders scalloped circle, circle and square dies

Skill level: Easy

Shoppers certainly won't miss these bright and breezy cards with their clashing colours and tropical motifs! We've given you a cool cocktail birthday greeting to try and a Bon Voyage card to send to friends jetting off to sunnier climes, but these designs are also ideal for picnic, bbq and garden party invites, too. They're really cheap to make using this month's free papers, so it really couldn't be easier to add a splash of summer fun to your card range.



Cut a scalloped edge for a fun, textured effect

Bon voyage

1. Cut a piece of yellow paper measuring 14 x 14cm (5½ x 5½in) and stick to the centre of a white base card. Die-cut a 10 x 10cm (4 x 4in) square from the centre.

2. Cut a piece of white card measuring 11 x 11cm (4¼ x 4¼in) and die-cut an 8 x 8cm (3¼ x 3¼in) square in the centre. Stick inside the base card at the back of the aperture to make a frame.

3. Cut a piece of palm tree paper measuring 14 x 14cm (5½ x 5½in) and stick to the inside back panel of the base card. Use a brad to attach the 'Bon Voyage' tag to bottom left side of the frame.

4. Cut out eight pairs of flip-flops and arrange around the edge of the frame; stick in place using foam pads,to finish.



Happy birthday

1. Cut a piece of yellow paper measuring 3.5 x 15cm (1½ x 5¾in) and trim a scalloped edge along one side. Stick to the left edge of the base card.

2. Cut a 6 x 15cm (2½ x 5¾in) piece of cocktail paper and stick next to the yellow strip, so it is slightly overlapping.

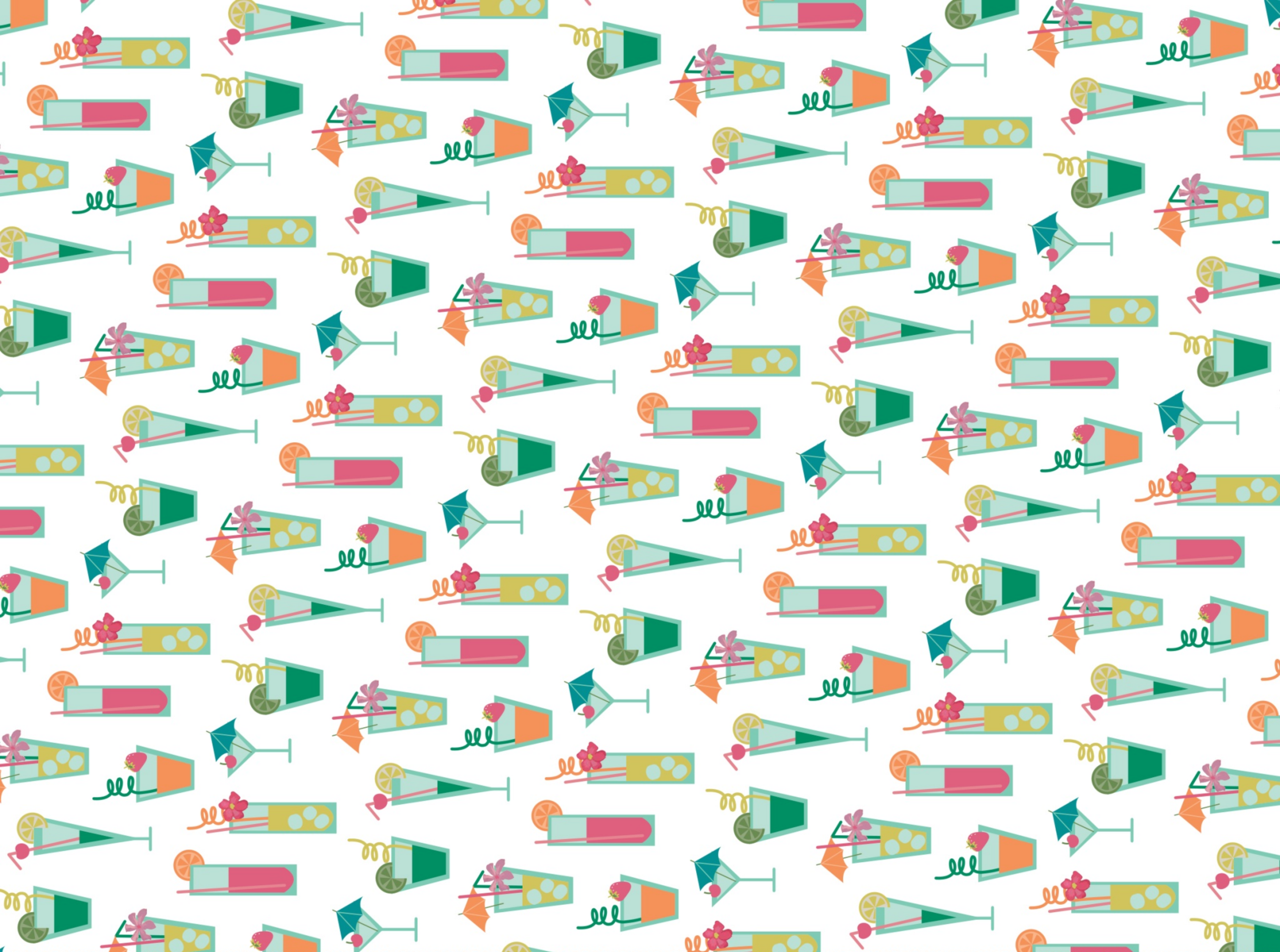
3. Die-cut a 6cm (2½in) circle from white card and layer onto a scalloped circle. Stick to a 7cm (2¾in) circle die-cut from yellow paper. Add cocktail using foam pads.

4. Cut out 'Happy Birthday' tag and stick in place. Attach the cocktail panel to the right side, overlapping the tag.



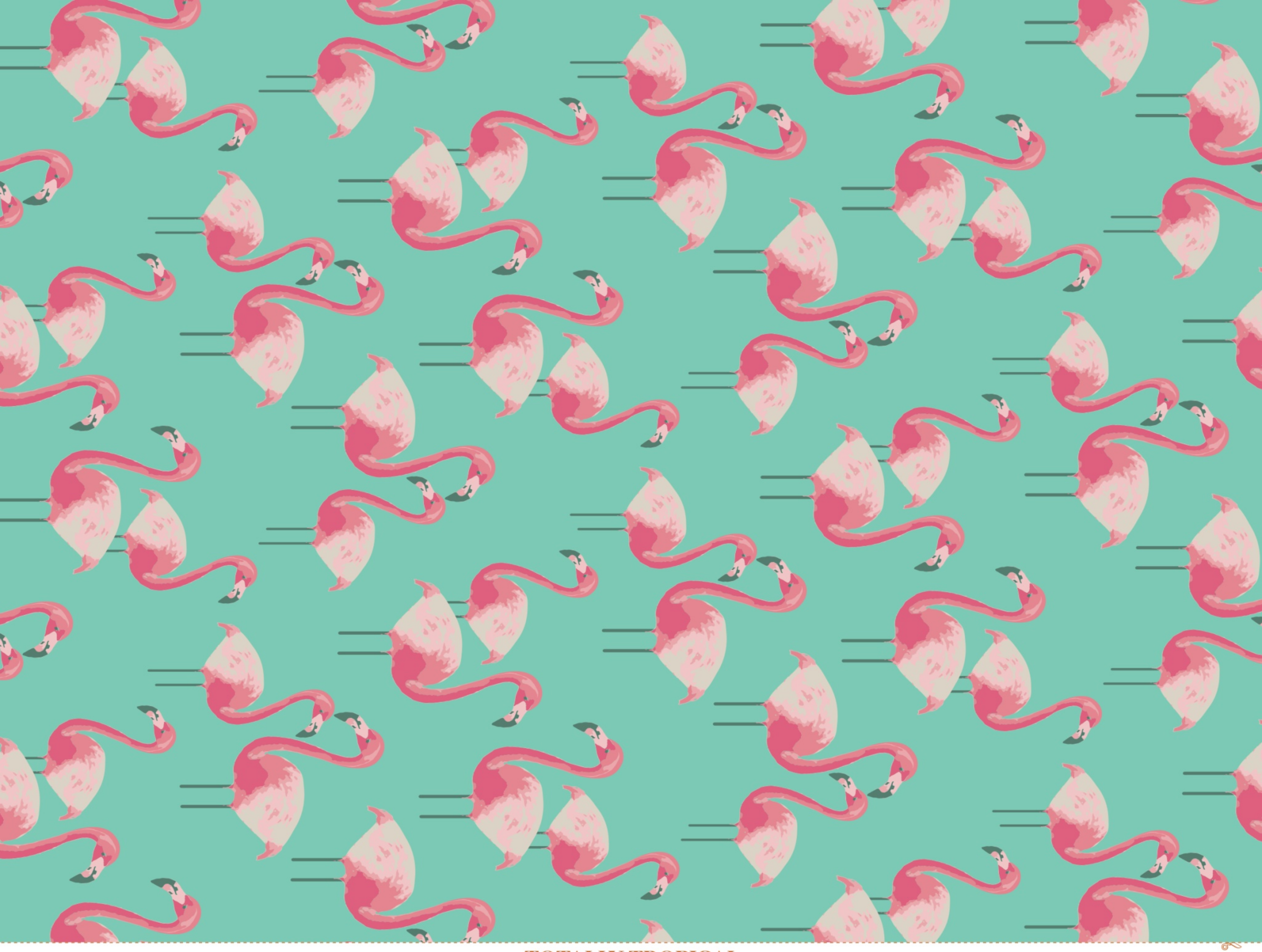
TOP TIP

For a professional finish, present your cards in cellophane packets, sealed with a branded sticker



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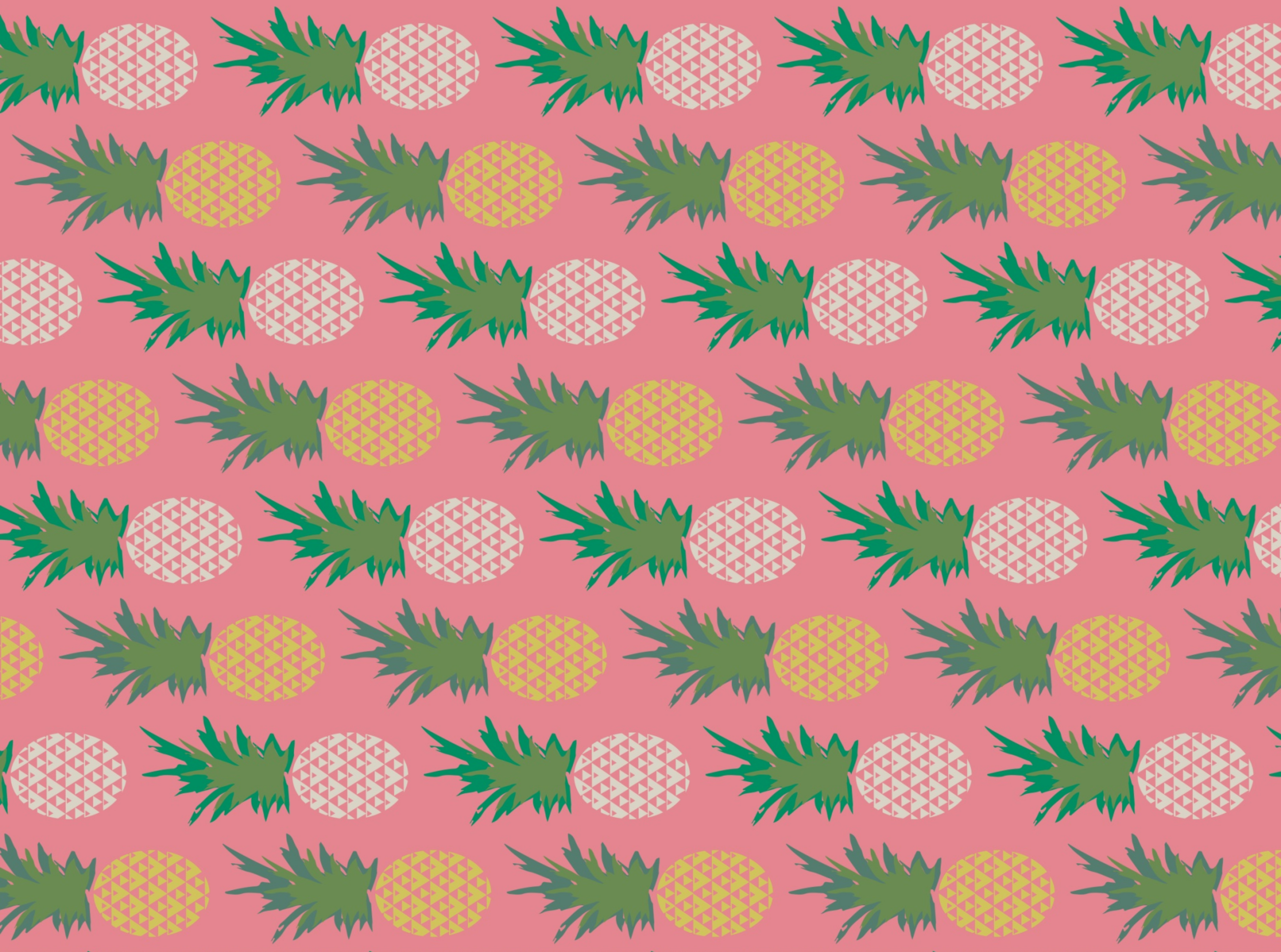
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Bon Voyage

HAPPY BIRTHDAY

Happy Birthday

HAPPY BIRTHDAY

BON VOYAGE

HELLO!

Thank You

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From junk to funk

Give tired old terracotta pots a rough-luxe appeal when you spray paint them copper – this season's colour of choice for stylish homewares. **By Pip Leyland**

INFORMATION

Materials

- 3 x terracotta plant pots (preferably glazed)
- 1 x ribbed metallic pot
- PVA glue
- Paintbrush and bucket
- Metallic copper spray paint

Rating: Easy

Transform run-of-the-mill plant pots into must-buy gifts with the help of a trusty can of spray paint. Packaging is such an important part of the sales experience, and when you sell plants in pots like these, you give them extra gift-appeal, meaning you can charge a premium price. When scouring junk shops for terracotta pots, try to find ones that are already glazed for a glossier finish and a quicker make. The warm glow of copper is so on-trend in homewares right now and looks particularly great combined with other natural materials, so these pots should be a winner.



TOP TIP

Succulents, cacti and herbs look particularly good in copper pots and are easy to look after



How to make the copper-look plant pots

1 If your pots are glazed, then just give them a quick wash and move straight to step 2. If they are unglazed then you'll need to seal them with PVA to stop the spray paint soaking in and giving a dull finish. To do this, mix a solution of half PVA glue and half water in a bucket and stir well. Lie a piece of thick cardboard onto your work surface and place the plant pots on top. Paint a thin coat of the PVA/water mix onto the outside of the plant pots – make sure you brush out any drips so the surface is as smooth as you can get it. Leave to dry for at least three hours (overnight is preferable).

2 Following the manufacturers' instructions on the spray paint can, lightly coat the plant pots, one at a time, with a thin layer of metallic paint. Spray paint dries very quickly, so be vigilant about looking for drips as you work and wipe away any that appear straight away, using the end of your paintbrush. To minimise drips, it's best to build up thin layers of paint rather than applying one thick layer.

3 Once you have applied three or four thin layers of spray paint and have achieved a rich, glossy look, then leave the plant pots to dry completely before planting. If you're planting directly into the pots, then you'll need to add about an inch of stones or gravel at the bottom of the terracotta pot to make a drainage layer. CS

Craftseller does Bristol

We take a trip to the West Country and find a city full of one-of-a-kind treasures. **By Catriona Burns**

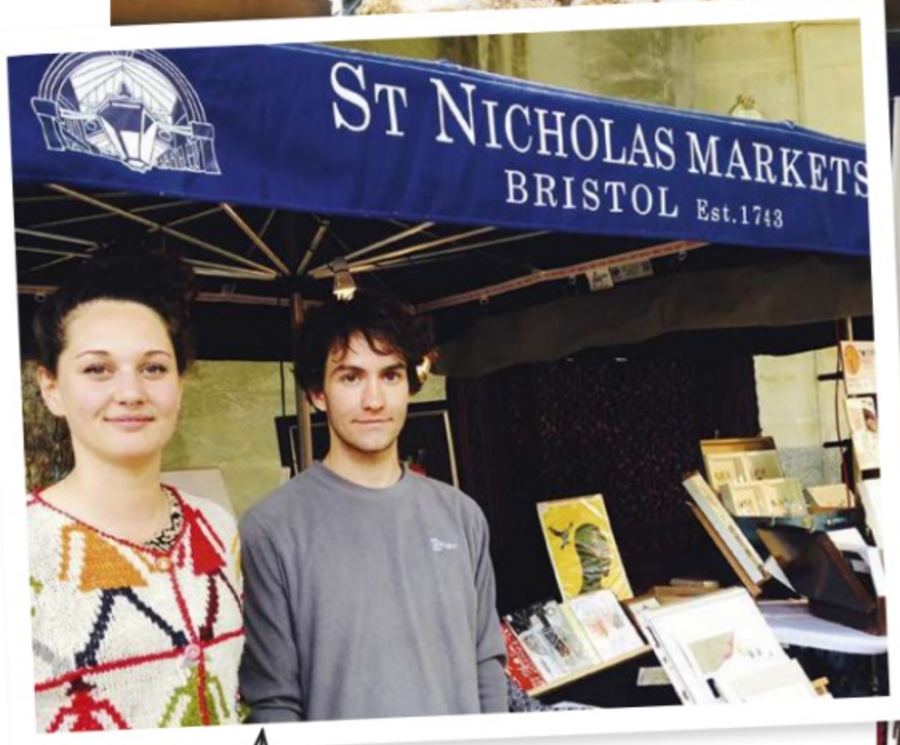


Discover craft fair celebrations popping up across the city

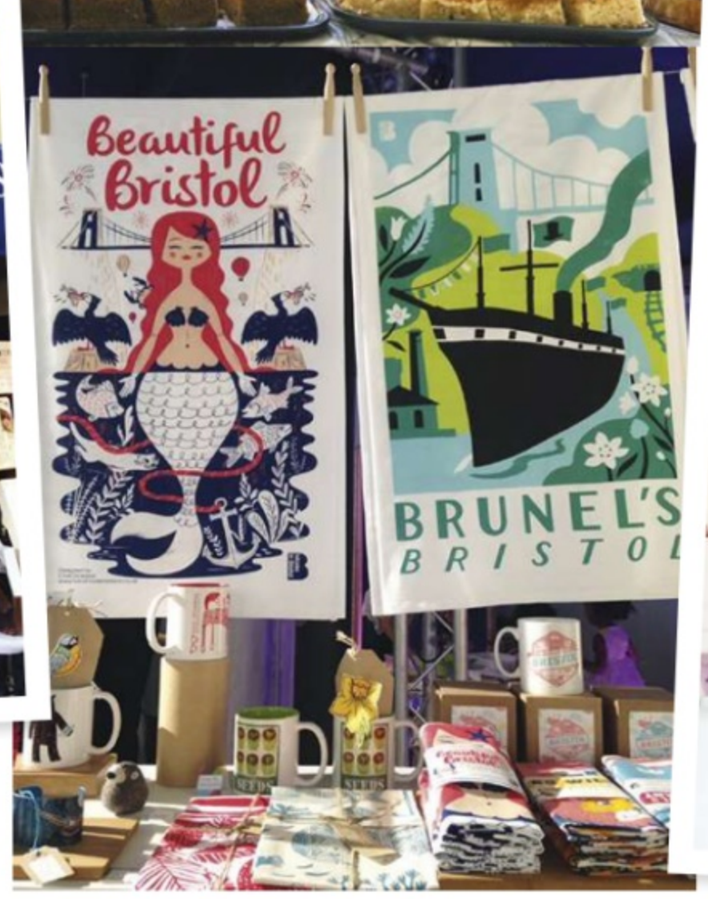




Fabric fabulous at Flo-Jo Boutique



Meet up-and-coming designers at St Nick's





Find crafty cubby-holes bursting with unique makes

We ♥ Bristol!

As the UK's first European Green Capital, Bristol is championing the ethos, 'small is powerful'. It's this very free-range thinking that has propelled the offbeat city to the world's idealist attention. With its co-operative cafes, independent shops and markets, a local currency and an anti-establishment street artist to its name, Bristol is out on its own for all the right reasons.

✱ RUSTIC RULES

Stokes Croft is Bristol's revolutionary road. As the stylishly scruffy stomping ground of the city's creatives, the area's ever-changing graffiti and colourful murals always have something new to say, a dialogue inspirited by the community's independent ideals. The loyalty to localism is alive in its many art galleries and craft boutiques such as The Little Shop. Run by Bristolian artists, Amber and Alex, this crafty hole in the wall is a carousel of crafters; changing the shop's stocks and suppliers every three months to refresh the space with new ideas and inspiration. "The more you look, the more you'll find," says crafter-in-residence, Thomas Chadwick who attributes the new-found popularity of the area to Hamilton House, just across the way. Previously a vacant, neglected office building, the creative centre underwent a Cinderella transformation, turning itself into a space in which the enterprise claims "the community can grow, share and collaborate." Craft is central to this coming together with handmade pop-up shops and a programme of creative classes drawing in the crowds. Follow along the winding ascent up to Gloucester Road where the shops lined along the crooked street carry the same individual aesthetic, none more so than haberdashery, Flo-Jo Boutique. "Are you here for the knicker-making party?" the stores gleefully-clad owner welcomes me. I'm not, but there's a feeling that here, it's an open invitation.

Enjoy browsing craft stalls in open-air locations







Rummage for unique retro finds

ALFRESCO FESTIVITIES

The Harbourside Market has eclipsed its craft fair title, rightly promoting itself on the 'more a festival than a market' zip. Walking along the waterway with a melody of musicians serenading the historic harbour, street performers entertaining the crowds and the very Bristolian sight of a hot air balloon festooning the sky, it's easy to understand the carnival comparison. "I've travelled the world," says jewellery designer, Karen Beckett, "and I've chosen to stay here, selling crafts in Bristol," she beams, listing arts, crafts, music and culture as the reasons for her conclusion that Bristol is best. There really is something to suit all walks of life that stroll around these stone colonnades every weekend. From the Leather Worker's luxury wallets and Julie Ward's homegrown cosmetics to urban photography prints and antique books, not to mention bread and bakes from artisan baker, Linda's Loaf's. "Everyone likes warm bread or a slice of cake," the family baker says. The market is aiming to amp up its programme in the next year with plans to double in size and give half of its profits to city regeneration initiatives. This for-the-greater-good feel trickles through to each individual stall, including Kevin Robinson's Tin Ukuleles. "Even if people don't buy, [the ukuleles] still always manage to prompt a smile," he grins.

OLD ST NICKS

St Nicholas Market is a storied building housing the largest collection of independent retailers in the city. Meander the twisting turning strands of the Georgian arcade to find metropolitan menus, flower boutiques, vintage vaults and more. Hannah Rowe from Copper & Corduroy always thought her selling ambitions would remain "a dream, never a reality". But her assortment of handmade trinkets and global fashion finds –"I pick up things whenever, wherever" – fit comfortably into the eclectic enclave.
The market is best enjoyed when stalls spill out onto Corn Street, imbuing the experience with a go-with-flow joviality that only sunshine can enhance. Easy jazz lilts the air around Sam Smyth and Rose Nisbet's stall giving the duo's art collective of crafters working across various mediums an easy-going cool. "Our aim is to promote artists and give them a chance to sell," says Sam. This good of the creative cause is Bristol's craft. CS

WE WANT TO KNOW ABOUT HANDMADE FAIRS NEAR YOU!
Email catriona.burns@immediate.co.uk with your craft market news

October shows

Get even craftier this year with these great events in October

THE KNITTING AND STITCHING SHOW

7-11 October
Alexandra Palace, London
The definitive event for anyone with a love of stitch and crafts, this show is the ideal opportunity to indulge your love of textiles. The perfect place to find inspiration, learn new skills and shop for all your essential supplies.

STITCHING,SEWING AND HOBBYCRAFTS SHOW

22-25 October
SECC, Glasgow
This award-winning show is the perfect chance to indulge in your favourite hobbies, brush up on your crafting skills and soak up some invaluable advice from the crafting experts. With over 150 exhibitors, it's also a great excuse to splurge on some new craft supplies.

MADE DESIGN & CRAFT FAIR

22-25 October
One Marylebone, London
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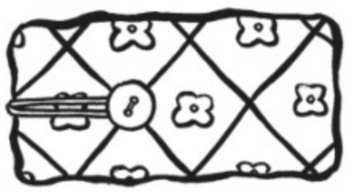
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Make a crafty tenner

Turn yarn leftovers into cash when you crochet cool granny squares in candy shades and make them into a retro sunglasses case. **By Liz Ward**

INFORMATION

Materials

* 50g Rico Baby Cotton Soft DK in Blue (07), Melon (20), Fuchsia (21), Lemon (28), Lilac (08), Emerald (32) and Beige (04)
* 3mm crochet hook
* Wool and sewing needle
* Lining fabric
* Sewing thread
* Pearl button

Size: 9 x 22cm (3½ x 8¾in)
Skill level: Easy

With the 70s revival in full swing, it seems we're all hooked on the granny square, which is great news for crocheters who want to earn extra cash for the hols. Accessories always sell well in summer and at £13 our case is the ideal price for gifts. We reckon the brighter the better, but if you prefer a pared back palette, then try them in pastels or monochrome shades.

ABBREVIATIONS

ch	chain
dc	double crochet
st/sts	stitch/stitches
sl ss	slip stitch
tr	treble crochet

How to make the sunglasses case

GRANNY SQUARE

Make 12 squares alternating bright colours for the first two rounds, then always using Beige for the last round.
Ch4, sl st to form a ring.
Round 1: ch3 counts as first tr, 2tr into ring, (ch2, 3tr into ring) repeat three times, ch2 sl st to join. 12sts, 4ch spaces. Fasten off first colour.
Round 2: Rejoin with next colour to any ch space, ch3 counts as first tr, 2tr into same ch space, ch2, 3tr into same ch space, (3tr, ch2, 3tr in next ch space), repeat three times, sl st to join. 16sts, 4ch spaces. Fasten off second colour.
Round 3: Rejoin with Beige to any ch space, 2dc in ch space, dc in next 8sts, (2dc in ch space, dc in next 8sts), repeat three times, sl st to join. 38sts.
Fasten off and weave in any loose ends.
When all 12 squares are finished, lay them out in a diamond formation in four rows of three. When you are happy with the combination of colours, sew all the diamonds together using Beige yarn.

EDGING GRANNY TRIANGLES

Make 12 squares alternating bright colours for the first two rounds, then always using Beige for the last round.
Ch4, sl st to form a ring.
Row 1: ch3 counts as first tr, 2tr into ring, ch2, 3tr into ring. 6sts, 1 ch space. Fasten off first colour.
Row 2: Rejoin with next colour to the top of the first ch3 on the previous row, ch3 counts as first tr, 2tr into same ch space, 3tr, ch2, 3tr in next ch space, 3tr in last tr st. 12sts, 1 ch space. Fasten off second colour.
Row 3: Rejoin with Beige to the top of the first ch3 on the previous row, dc in ch space, dc in next 8sts, 2dc in ch space, dc in next 8sts. 18sts.
Fasten off and weave in any loose ends.
When all 12 are finished, place around the edges of your diamond rows to form a neat square of fabric. When you are happy with the colour combinations sew all the edges together with Beige yarn.
Press flat with a cool iron.

MAKING UP

Cut a piece of lining fabric that is slightly larger than the finished crochet fabric. With right sides facing, fold the fabric in half and sew together down one long edge and one short edge. Turn through so the lining fabric is right side out. With right sides facing, fold the crochet fabric in half and sew together down one long edge and one short edge. Turn right side out. Press flat with a cool iron.

Place the lining fabric inside the crochet case – use a knitting needle to poke it neatly into the corners. Turn the top edge of the lining fabric and the crochet fabric in on each other to form a neat hem, then sew together using a fine thread. Use a length of Beige yarn to create a button loop about 3cm (1¼in) long on the centre of the back of the cosy, then sew a button into position on the front. CS

BLOGGER of the month

Meet Louise Firchau from Paper Panda, a beautiful papercraft blog that's a cut above the rest... **By Sophie Jordan**



Visit paperpanda.bigcartel.com for cutting-edge designs

Whether it's singing a song, spinning a yarn or dancing a jig, everyone loves a good story. Louise Firchau has been telling fairy tales of the papercraft kind with her business, Paper Panda since 2010 and now with her blog, she's on to the next chapter. The 38-year-old who lives in a Cotswold cottage with her family talked to us about the necessity of networking, woodland inspiration and why owning a craft shop is almost too convenient...

CS How long have you been crafting?
LF I only began papercutting in 2009 and I set up my full-time business a year later.

CS How did you learn to papercraft?
LF I am totally self-taught in papercutting. However, I studied art and design for years before working as a graphic designer.

CS Why did you start blogging?
LF I like to ramble and for some reason, people seem to enjoy hearing my random stories and dramas. A blog seemed the perfect place to share these anecdotes.

CS Where's your favourite place to craft?
LF On my antique desk, surrounded by all of my quirky oddities. Everything there from the vintage advertising, posters, art dolls to the plain bit of 'odd' inspires me.

CS What would be your advice for anyone considering selling their crafts?
LF Network, network, network! In the beginning, I spent hours every day trying to put my name out there as much as possible. Get on the selling sites and start interacting. It takes a lot of hard work and a great deal of patience but it's so worth it.

CS Has social media had any impact?
LF Facebook basically launched Paper Panda and has been a big deal over the last few years for us. Now, as Facebook is constantly changing, we're finding that it can be a bit of a challenge getting our messages to reach our fanbase.



Papercuts presented on old book pages make for an original artwork



Clockwise from top left: These fantastical creations are made to order; sweet sentiments give Paper Panda makes a timeless appeal







Clockwise from top left: personalise your papercraft; woodland creatures add an endearing charm; Louise teaches her tricks of the trade through workshops

CS How do you price up your wares?
LF I often pop my original papercuts on ebay with a 99p starting price, allowing the customer to determine their own spend which in turn helps me to value the products. I always add up all of our costs, including the hidden fees such as PayPal that you can sometimes forget about.

"I like to ramble and for some reason people enjoy my stories."

CS If you could run your craft business from anywhere, where would that be?
LF My husband Ryan and I love Amsterdam and we visit there regularly. But to be honest, I love living in our Cotswold village – it's a great inspiration for my woodland characters. Our location really inspires my crafting style. We're lucky to live in such a beautiful place.

CS Where's your favourite place to shop for all of your crafty materials?
LF My own shop of course! I now sell the majority of the supplies that I use myself, which is great. It means I don't have far to go for paper and blades if I run out.

CS How do you organise your time?
LF With difficulty! I'm only having free evenings for the first time in five years.

CS What's your crafty essential?
LF My scalpel – it's a necessity. I used the same Swann-Morton barrel from the day I started papercutting until a few months ago when it finally broke. Oh and my calipers that I use to make eyeholes with. I would be pretty lost without those.

CS Do you have a super-project in mind for the future? Can you tell us about it?
LF We're always looking for things to add to the shop. The latest is a Guest Artist section so we can include arts and crafts from other mediums including origami. Beyond that though, my lips are sealed! CS

Louise's digital inspiration

Perfect for boosting your craft mojo!

I've been fascinated by Kit Williams from a young age and now live close to The Dragonfly Maze which is designed by him





Just beautiful illustrations. I'm lucky enough to have one hanging in my hallway

Creator of weird and wonderful creatures...I can't get enough of them!





Find Louise at **paperpanda.bigcartel.com**, on Facebook at Facebook.com/paperpanda and on Twitter @paperpandacuts



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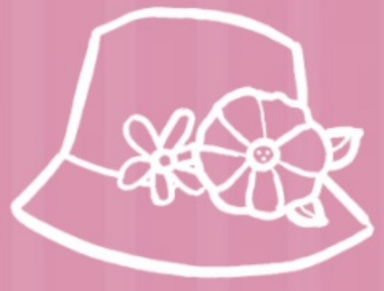
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Mummy makes

Sun-safe and super-stylish, our easy-to-make cloche hat is all set to be a best-seller for little girls this summer. **By Debbie von Grabler-Crozier**



INFORMATION

Materials

- Fat quarter soft summer floral fabric
- Fat quarter light green patterned fabric for the lining
- Large scraps of three extra fabrics including a green, blue and pink
- Soft green felt
- Green thread
- 2 x large lemon buttons
- Pinking shears (scalloped)
- Free motion embroidery needles for your machine
- Fabric glue stick
- Water soluble marker

Size: Crown is 15cm (6in) in diameter
Skill level: Easy

Nothing says summer style quite like a cute cloche hat and we think parents will be lining up for this adorable addition to their little one's wardrobe. It's an easy-make that takes just a couple of hours to create, so you can quickly whip up a range in different patterns and colours for your craft stall or website. If you have pretty pieces of fabric leftover from previous projects, then you can really cut down the making costs, too. The flower corsages are what makes this hat really special; we've sewn ours on, but you could attach them using brooch backs if you want to make the most of a pretty lining fabric by creating a reversible version of this hat.



How to make the cloche hat

1 Use a water soluble marker to trace the templates on page 102 onto the summer floral fabric and again onto the green patterned lining fabric.

2 With right sides together, sew the side pieces of the soft summer floral fabric together. Press with an iron and then pin to the crown. Sew the brim pieces together, then attach the brim to the bottom of the side pieces. This is the outer shell of the hat. Iron, then put to one side.

3 Repeat steps one and two using the lining fabric, but this time leave a small gap in the side of the side piece for turning out. It's best to do this in the side, as you'll find it easier to sew closed a straight bit of seam than a curved one like the brim edge.

4 Turn both the shell of the hat and the lining inside out and then place them right sides together. Sew all the way around the edge of the brim. Turn out through the gap, then slip stitch the gap closed. Topstitch all the way around the brim twice. The first row of topstitching should be very close to the edge and the second row should be 0.5cm (¼in) in from that. Lightly press the hat.

5 To make the small pink Suffolk Puff (yoyo) flower, cut a 16cm (6¼in) circle from pink fabric, then using slipstitch, hand stitch to gather all around the centre. Don't worry about the raw edge as it will be hidden by the button. When you have finished the edge, gather in the edge in to make the puff. Secure the puff with a couple of stitches in the centre and then bring the thread around the side of the puff, then back up through the centre from underneath to create a petal. Do this four more times and make a couple more secure stitches in the middle. Cut the thread and leave the button until assembly.

6 To make the leaves, cut three or four leaf shapes from green fabric and glue them onto felt. Set your sewing machine for free motion embroidery and slowly move the fabric around to achieve an outline in green



cotton. This embroidery looks best if you go over it twice and don't be too neat. Once you have embroidered the leaf outlines and added some veins, then cut out each one using pinking shears, leaving a narrow border of felt around the edge.

7 To make the large blue flower (a super-sized Suffolk Puff), cut a 23cm (9in) circle from blue gingham fabric. Make the gathering running stitch around the edge in the same way as you did for the pink flower, but this time you don't need to make the individual petals. Secure the centre with a couple of stitches, as before.

8 Sew the large blue flower to the side of the hat over the halfway join, then place one of the buttons in the centre. Sew the button in place to secure the flower. Repeat with the pink flower, positioning it in front of the blue flower, as shown.

9 Tuck a couple of leaves under the bottom edge of each flower and stitch in place. Trim away any loose threads and make sure that the water soluble marker lines have disappeared, to finish. CS

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Diary of a craft selling mum

Every month, craft seller and mum of two, Erica Martyn, who makes toys for her business Odds & Soxlets, invites us into her world...

All about me

I am 35 years old, and mum to four-year-old Harry and baby girl, Lottie Rose. I have a husband called Martin and a naughty but very sweet 12-year-old Yorkshire Terrier called Mr Biggles. We live in Dorset and I began my business in May 2011. I'm still learning heaps, while at the same time juggling home life, finances, and the needs and demands of my growing family and my customers...

Erica ♥

THIS MONTH

* Monster orders – 12
* Memory makes – 4
* Mini break hours – 48
* Family trips out – 5
* Personal makes – 7

DAY 2

I've been asked to make two of my nieces a cuddle monster – one from us to Chloe and the other from the parents to her sister, Molly. It's such a lovely idea. As with all my personal makes, they have to be sneaked in when I have a spare bit of time in between my usual orders. I'm also working on something for the next baby due in the family. It's for Martyn's sister who loves all things gothic, so I'm planning a bright green zombie monster complete with skull motifs.



Chloe loved her custom-made birthday present

DAY 6

Someone recently told me a story about a pregnant women having a scan predicting a girl, but a boy arriving instead. It made me worry about my make for the new baby, but I think the colours would work either way. However, I've really noticed how gender-specific everything is. In the last few years, out of a couple of hundred toy orders, only a handful have requested neutral colours. I wonder if this trend will ever change again?



Erica watches on as Harry sets off solo on his bike

DAY 12

Men are so difficult to get presents for because if they want something, they tend to just buy it immediately. However, I had a brainwave for Martyn a few months ago, and now the time has come! Just the two of us are going to Thorpe Park, and not only that, we're climbing one of their biggest rides, The Swarm. We were harnessed up and, along with two park workers (it was like having our own Sherpas!), we scaled the inside of the ride via the stairs. We heard of people changing their minds, fainting and refusing to go any further, but we loved all 120 foot of it. And that view from the top with the sun setting over London was just breathtaking.



Bright pink material helps these monster makes stand out on the shelves

DAY 14

After a lovely few days away, it's back to work and time to review last month's success with my eBay auction. After looking at the figures, I've decided to offer a number of order slots on eBay every four weeks in which time people can bid. I'll still have the Etsy shop for direct purchases and two Facebook picked-by-random raffle style sales. The orders are flooding in which is wonderful but as a lone worker, it's difficult to please everyone. I'm hoping that by offering a variety of different ways to get hold of my monsters, I can keep the majority of people happy.

DAY 17

I've examined how customers like to pay on my Etsy shop and, after a few complaints about people not liking PayPal, (which really surprised me) I'm going to give another option at the checkout. Looking at the fees, there isn't much difference – 20c per Etsy transaction compared to PayPal's 20p, plus a small percentage. While it may mean a little more time to do my accounts, it's always worth keeping the buyer happy and should encourage more custom in the long run. Well, here's hoping!

DAY 19

The new bunk beds for Harry and Lottie's room arrived a few days ago, and while they were in flat-pack form, the kids have been sleeping on the floor, which they love. However, now the beds are up, they seem enormous. I can feel a redesign of the room coming on, as well as a trip to Ikea. Luckily their wardrobe fits very nicely in my workroom – it's great as a home for my lovely, ever-increasing stash of fabrics.

DAY 21

My little baby is soon going to be two years old – how did that happen?! So I've been busy creating lots of accessories to customise her play kitchen. I've gone with the same Hubble and Rose fabric I used on her first birthday tepee, which also co-ordinates with our lounge décor nicely too. I even found an old wooden highchair of Harry's which I've spruced up with a lick of paint so it matches in. Now I just need to make a little cushion for it so her teddies can have a nice comfy chair.

DAY 26

We went to Longleat with all the family to celebrate Lottie's second birthday. Of course, the Monstroubles came along to join the fun! So many people asked about the toys that I ended up scrabbling about in my bag and handing out a few business cards. It just goes to show that you should always have your contact details handy.

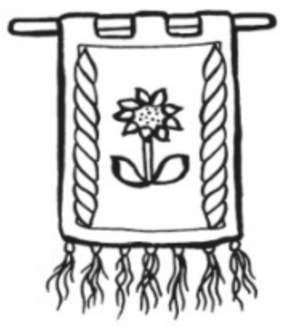
DAY 30

Today another amazing milestone was reached. Harry rode his bike without stabilisers. I can remember riding my bicycle unaided for the first time at the same age of five, and just how exhilarating it felt. I ran behind him for while but it wasn't long before his confidence soared, I finally stopped fretting and got my bike out to ride alongside him. CS



The whole family – Monstroubles included – enjoy a day out at Longleat Park to celebrate little Lottie's second birthday


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Home comforts

Take chunky knits from wardrobe to wall with a statement wall hanging that arty customers will love to have in their homes. **By Val Pierce**

INFORMATION

Materials

* 3 x 50g Sirdar Click Chunky in Lamb (142)
* Cable pin
* Stitch markers
* 5mm (UK 4, US 10) knitting needles
* Piece of dowel for hanging 38cm (15in) wide

Size: 30 x 40cm (11¾ x 15¾in)
Tension: 14sts and 19 rows to 10 x 10cm (4 x 4in) on 6mm needles
Skill level: Moderate

ABBREVIATIONS

C8B	slip next 4sts onto a cable needle and hold at the back of the work, K next 4sts, then K stitches from cable needle
C8F	slip next 4sts onto a cable needle and hold at back of front, K next 4sts, then K stitches from cable needle
K	knit
k2tog	knit 2sts together
MB	Make bobble (K1, P1, K1, P1, K1) all into next st, turn, P5, turn, pass 4sts of sts just made over end st, tbl
P	purl
RS	right side
st/sts	stitch/stitches
tbl	through the back loop
yfwd	yarn forward
yrn	yarn around needle

Not just for jumpers, cable knits are making waves in homewares with this gorgeously textured look featuring everywhere from footstools and rugs to cushions and clocks. If you long for a yarn project to get stuck into this summer, but the thought of knitting sweaters and socks in the warm weather brings you out in a rash, then this statement wall hanging is the one for you. It knits up quickly in a chunky yarn using big needles, so it will take just a few evenings to create. The cable on each side is an easy eight row repeat, but the flower pattern requires a little more concentration and ensures this is a super-satisfying knit.



How to make the wall hanging

Pattern panel for flower motif worked over centre 15sts.

Row 1 (RS): P6, K1, P1, K1, P6.
Row 2: K5, P2, K1, P2, K5.
Row 3: P4, k2tog, K1, yrn, P1, yfwd, K1, k2togtbl, P4.
Row 4: K4, P3, K1, P3, K4.
Row 5: P3, k2tog, K1, yfwd, K1, P1, K1, yfwd, K1, k2togtbl, P3.
Row 6: K3, P4, K1, P4, K3.
Row 7: P2, k2tog, K1, yfwd, K2, P1, K2, yfwd, K1, k2togtbl, P2.
Row 8: K2, P5, K1, P5, K2.
Row 9: P1, k2tog, K1, yfwd, K3, P1, K3, yfwd, K1, k2togtbl, P1.
Row 10: K1, P6, K1, P6, K1.
Row 11: k2tog, K1, yfwd, K4, P1, K4, yfwd, K1, k2togtbl.
Row 12: P7, K1, P7.
Row 13: K4, knit 2sts together, K1, yfwd, K1, yfwd, K1, k2togtbl, K4.
Row 14: P6, K1, P1, K1, P6.
Row 15: K3, k2tog, K1, yrn, P1, K1, P1, yfwd, K1, k2togtbl. K3.
Row 16: P5, K2, P1, K2, P5.
Row 17: K2, k2tog, K1, yrn, P2, K1, P2, yfwd, K1, k2togtbl, K2.
Row 18: P4, K3, P1, K3, P4.
Row 19: K1, k2tog, K1, yrn, P3, K1, P3, yfwd, K1, k2togtbl, K1.
Row 20: P3, K4, P1, K4, P3.
Row 21: k2tog, K1, yrn, P4, K1, P4, yfwd, K1, k2togtbl.
Row 22: K7, P1, K7.
Row 23: P7, K1, P7.
Row 24: K7, P1, K7.
Repeat rows 23 and 24 four times more.
Row 33: P6, MB, K1, MB, P6 (K1, P1, K1, P1, K1) all into next st, P5, turn, pass 4sts of sts just made over end st, knit tbl.

Row 34: K6, P1, K1, P1, K6.
Row 35: P4, MB, K1, P1, K1, P1, K1, MB, P4.
Row 36: K4, P1, K1, P1, K1, P1, K1, P1, K4.
Row 37: P3, MB, P1, K1, P1, K1, P1, K1, P1, MB, P3.
Row 38: K4, P1, K1, P1, K1, P1, K1, P1, K4.
Row 39: As row 37.
Row 40: As row 38.
Row 41: P4, MB, K1, P1, K1, P1, K1, MB, P4.
Row 42: K6, P1, K1, P1, K6.
Row 43: P6, MB, K1, MB, P6.
Row 44: K15.

To Make the Hanging.

Using 6mm needles cast on 45sts fairly loosely.
Work 7 rows in garter stitch.
Note: Stitch count is increased to accommodate the cable, this is then decreased on the last cable row.
Next row: K3, increase in each of next 4sts, purl to last 7sts, increase in each of next 4sts, K3.
Next row: K3, P8, K to last 11sts, P8. K3.
Row 1 (RS): K3, C8B purl to last 11sts, C8F, K3.
Row 2: K3, P8, K to last 11sts, P8, K3.
Row 3: K11, P to last 11sts, K11.
Row 4: As row 2.
Row 5: As row 3.
Row 6: As row 2.
Row 7: As row 3.
Row 8: As row 2.
Rows 1-8 are repeated throughout for the garter stitch and cable border.
Work 7 more rows.
Keeping border stitches as set, begin to work the flower motif as follows:
Row 1: Border pattern 11, P8, place marker, work row 1 from pattern panel, place marker, P8, border pattern 11.
Continue to work rows from the flower panel, and at the same time maintain the cabled border as previously set.
Now work 16 rows in reversed stocking stitch over all stitches with borders as before, remembering to decrease 4sts across each cable on the last row.
Change to garter stitch and work 7 rows.

First tab

Next row: Knit 9sts, turn and leave the remaining stitches on a spare needle.



A feature fringe is knotted onto the base and perfectly completes the look



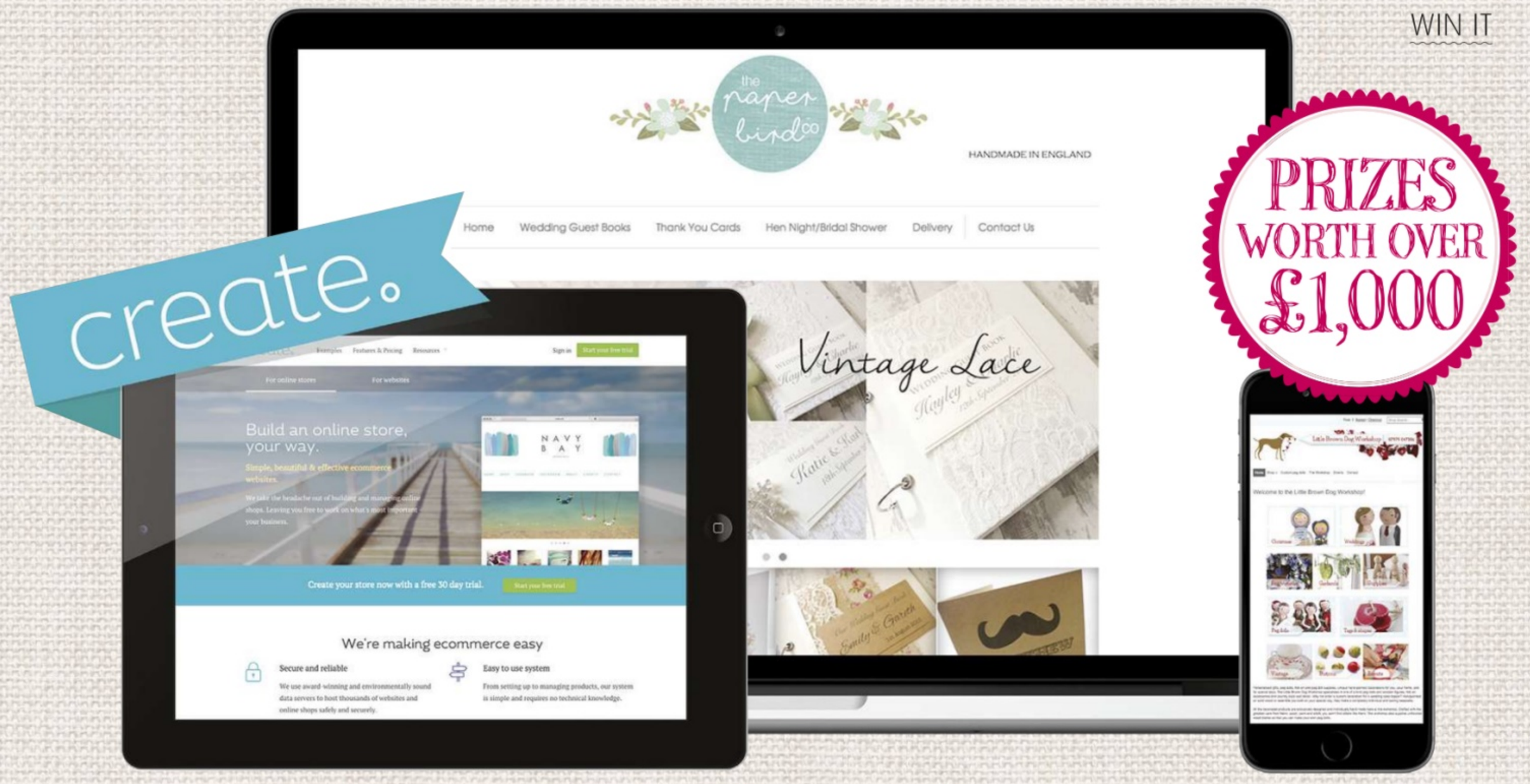
Work 9 rows in garter stitch.

Shape top

Decrease 1st at each end of the next and following alternate rows to 3sts, k3tog and fasten off.
**Return to stitches on spare needle, cast off 9sts, knit across the next 8sts (1st remains on needle after casting off), proceed on these 9sts as for First Tab. ** repeat from ** to ** once more.

Making up

Work in any loose ends. Fold tabs over onto wrong side of work and catch down neatly.
To make the fringe, wind yarn approximately 42cm (16½in) in length, thread three lengths together through the base of the wall hangings and knot into a fringe. Continue working the fringe in the same way along the entire edge. Neaten by trimming to the same lengths if necessary.
Drill small holes in either end of the dowel, then thread through the tabs at the top of the hanging. Make a twisted or crochet cord and thread through the holes to make a hanging loop, to finish. CS



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Top 10 SUMMER MAKES

Fill your stall with colourful, on-trend designs to boost sales this summer... **by Holly Johnson**

Weddings, beachwear, picnics, holidays, gardening – summer is jam-packed with potential ideas and opportunities for the season-savvy craft seller. And thanks to the everlasting vintage seaside and rustic, shabby chic outdoor trends, the handmade market positively booms this time of year. So, with all this in mind (including the inevitable soggy weather), we've rounded up our top ten favourite summer 2015 makes perfect for profit...

1 Cute and quirky plant pots

The humble plant pot is undergoing a revolution right now – from graphic prints to hand-painted florals, they appeal to shoppers on the look out for easy gifts or cheap ways to brighten up their home for summer. The great thing about including plant pots in your range is that they're quick and easy makes, with just a bit of upcycling and imagination called for. Best of all, your profit margin looks good as it's only a lick of lovely paint and not cash you need to splash!
For outdoor pots, use a weatherproof paint like DecoArt Patio Paint (from £1.99 at Hobbycraft).


Hum Partnership

Check out our geometric ideas for upcyling on p.40



Wild Things Dresses

2 Bright 70s prints

Catwalks for spring/summer 2015 were littered with bold, bright 70s prints – and we think they look ultra cute on kids! Rainbow-themed children's wear in particular is a fab seller and will really make your range stand out. Replenish your stash with primary colours and look at ideas for appliqué and nostalgic motifs – we love the designs at wildthingsdresses.com.



Novelty picnic sets are great sellers in the summertime

Sainsbury's Home

Buttonholes are money-makers!



3 DIY wedding buttonholes

Buttonholes are getting more creative than ever so cater for peak wedding season by including some quirky, handmade designs in your range. Upsell by adding a personalised service with gorgeous, hand-stitched messages.



We adore a bit of clever personalisation!

Forever Hooked Design

Oliver Bonas

4 Outdoor lounging vintage style!

With the popularity of things like rattan sofas and outdoor beanbags, our gardens have become an extension of our living areas, meaning there's a demand for waterproof accessories like scatter cushions. What better excuse to snap up that Cath Kidston oilcloth you've had your eye on?

5 Holiday accessories

Everyone likes to treat themselves to some new accessories before they go on their summer jollies, so offer irresistible, unique little buys like embroidered sunglasses cases, screen-printed passport holders or colourful purses. These are seriously big sellers at the moment with sites like NOTHS chock-full with personalised travel accessories.



Bird prints are fab for summer makes

Sophie Allport

6 Unique picnic accessories

Alfresco dining is one of the best things about summer, so grab shoppers' attention with punchy picnic accessories in this season's tropical brights. Try a picnic rug in a pineapple print, or upcycle plastic cutlery with non-toxic, neon spray paint.

7 Fab and fruity party sets

"Whatever the occasion, paper party sets are so popular in the summer months because it means people can create a stylish soiree with little effort and spend even more time partying!" says Alyssa Williamson, Creative Director at Peach Blossom.

8 Craft kits for creative kids

The long summer holidays mean parents are on the hunt for activities to keep the kids from killing each other! Create a range of craft kits to help keep kids quiet.



Craft a bit of Sophia Loren glamour

VictoriaGraceClothes

9 Oversized sexy, 1950s-style sunhats

Another retro trend seeing a revival this summer is the wide-brimmed sunhat. "They're the perfect addition to any summer wardrobe," says Tori Wright, owner and maker at Victoria Grace Clothes on Etsy.



Jules & Clem/Holly Booth Photography

10 Retro seaside

"The seaside is definitely having a moment!" says Juliet Foster, who designs trend-led accessories at Jules and Clem on Folksy. "Valentino's 'grand tour' gowns were embroidered with shimmering starfish, shells and coral." Include these motifs in your designs and photograph them with driftwood and shells for a vintage summer-chic feel. CS





Make a wish!

Unicorns are legendary for bringing good luck so expect great sales with this irresistible crocheted version. **By Janine Holmes**

INFORMATION

Materials

* 100g King Cole Glitz DK in Silver (565)
* 100g Patons Baby Fab DK in White (02328) and Lemon (02330)
* Oddments of lilac, green and pink DK yarn for the flowers
* 3mm crochet hook
* Yarn needle
* Toy stuffing
* Stitch marker

Size: 18 x 18cm (7 x 7in)
Skill level: Easy

ABBREVIATIONS

BLO	crochet in the back loops only
ch	chain
dc	double crochet
dc2tog	double crochet the next two stitches together
htr	half treble crochet
tr	treble crochet
sl st	slip stitch
st/sts	stitch/stitches

How to make the unicorn

Head

Make one in White, starting at the nose end.
Start with 6dc into magic ring. 6sts.
Round 1: 2dc in each st to the end. 12sts.
Round 2: (dc in the first st, 2dc in the next st) repeat to end. 18sts.
Round 3: (dc in the first 5sts, 2dc in the next st) repeat to end. 21sts.
Round 4: dc in each st to the end. 21sts.
Round 5: (dc in the first 6sts, 2dc in the next st) repeat to end. 24sts.
Rounds 6-8: dc in each st to the end. 24sts.
Round 9: (dc in the first 7sts, 2dc in the next st) repeat to end. 27sts.
Rounds 10-12: dc in each st to the end. 27sts.
Round 13: (dc in the first 8sts, 2dc in the next st) repeat to end. 30sts.
Round 14: dc in each st to the end. 30sts.
Round 15: (dc in the first 4sts, 2dc in the next st) repeat to end. 36sts.
Rounds 16-17: dc in each st to the end. 36sts.
Insert the safety eyes in between rounds 11 and 12, spacing them 10sts apart.
Round 18: (dc2tog, dc in the next 4sts) repeat to end. 30sts.
Round 19: (dc2tog, dc in the next 3sts) repeat to end. 24sts.
Round 20: (dc2tog, dc in the next 2sts) repeat to end. 18sts.
Stuff the head.
Round 21: (dc2tog, dc in the next st) repeat to end. 12sts.
Round 22: (dc2tog) repeat to end. 6sts.
Fasten off leaving a long yarn tail. Thread the tail onto a yarn needle and weave through the last 6sts. Pull tight to close the hole. Weave in the yarn tail. Using Silver yarn, embroider two small vertical running stitches for nostrils.

Body

Make one in White, starting at front of body.
Start with 6dc into magic ring. 6sts.
Round 1: 2dc in each st to the end. 12sts.
Round 2: (dc in the first st, 2dc in the next st) repeat to end. 18sts.
Round 3: (dc in the first 2sts, 2dc in the next st) repeat to end. 24sts.
Rounds 4-8: dc in each st to the end. 24sts.
Round 9: (dc in the first 3sts, 2dc in the next st) repeat to end. 30sts.
Rounds 10-24: dc in each st to the end. 30sts.
Round 25: (dc2tog, dc in the next 3sts) repeat to end. 24sts.
Round 26: (dc2tog, dc in the next 2sts) repeat to end. 18sts.
Stuff the body.
Round 27: (dc2tog, dc in the next st) repeat to end. 12sts.
Round 28: (dc2tog) repeat to end. 6sts.
Fasten off leaving a long yarn tail. Thread the tail onto a yarn needle and weave through the last 6sts. Pull tight to close the hole. Weave in the yarn tail.

Neck

Make one in White.
Start with 6dc into magic ring. 6sts.
Round 1: 2dc in each st to the end. 12sts.
Round 2: (dc in the first st, 2dc in the next st) repeat to end. 18sts.

Round 3: BLO dc in each st to the end. 18sts.
Rounds 4-9: dc in each st to the end. 18sts.
Round 10: (dc in the first 5sts, 2dc in the next st) repeat to end. 21sts.
Round 11: dc in each st to the end. 21sts.
Fasten off, leaving a long yarn tail for sewing. Stuff neck and sew to top front of body. Sew round 3 of neck to underside of head. The back of the head should be roughly in line with the back of the neck.

Legs

Make four starting in Silver yarn.
Start with 6dc into magic ring. 6sts.
Round 1: 2dc in each st to the end. 12sts.
Round 2: (dc in the first 3sts, 2dc in the next st) repeat to end. 15sts.
Round 3: BLO dc in each st to the end. 15sts.
Rounds 4-6: dc in each st to the end. 15sts.
Change to White yarn.
Round 5: BLO dc in each st to the end. 15sts.
Round 6: (dc2tog, dc in the next 3sts) repeat to end. 12sts.
Rounds 7-18: dc in each st to the end. 12sts.
Round 19: (dc in the first 3sts, 2dc in the next st) repeat to end. 15sts.
Fasten off leaving a long yarn tail for sewing. Stuff legs and sew to underside of body. The top of each pair of legs should touch.

Mane

Make one using Silver yarn.
Make 31ch.
Row 1: BLO, starting in second ch from hook dc in each ch to end, turn. 30sts.
This end is the front of the mane.
Row 2: 1ch (does not count as a st), sl st in the first 2sts, 18ch, sl st in second ch from hook, 2dc in the next 16ch, sl st in the next 3sts.
Row 3: 24ch, sl st in second ch from hook, 2dc in the next 22ch, sl st in the next 3sts.
Rows 4-8: 30ch, sl st in second ch from hook, 2dc in the next 28ch, sl st in the next 3sts.
Row 9: 24ch, sl st in second ch from hook, 2dc in the next 22ch, sl st in the next 3sts.
Row 10: 18ch, sl st in second ch from hook, 2dc in the next 16ch, sl st in the next 3sts.
Row 11: 18ch, sl st in second ch from hook, 2dc in the next 16ch, sl st in the next st, 3ch.
Rotate mane and work down the opposite side, placing your stitches in leftover loops on the foundation chain.
Row 12: sl st in the first 2sts, 18ch, sl st in second ch from hook, 2dc in the next 16ch, sl st in the next 3sts.
Row 13: 18ch, sl st in second ch from hook, 2dc in the next 16ch, sl st in the next 3sts.
Row 14: 24ch, sl st in second ch from hook, 2dc in the next 22ch, sl st in the next 3sts.
Rows 15-19: 30ch, sl st in second ch from hook, 2dc in the next 28ch, sl st in the next 3sts.
Row 20: 24ch, sl st in second ch from hook, 2dc in the next 22ch, sl st in the next 3sts.
Row 21: 18ch, sl st in second ch from hook, 2dc in the next 16ch, sl st in the next st.
Fasten off leaving a long yarn tail for sewing. Sew centre line of mane to back of head and neck. The front of the mane is placed three rounds behind the eyes and the back of the mane reaches to the base of the neck.

Horn

Make one in Lemon.
Start with 3dc into magic ring. 3sts.
Round 1: 2dc in each st to the end. 6sts.
Round 2: dc in each st to the end. 6sts.
Round 3: 2dc in the next st, dc in the next 5sts. 7sts.
Rounds 4-6: dc in each st to the end. 7sts.
Round 7: dc in the next 3sts, 2dc in the next st, dc in the next 3sts. 8sts.
Round 8: dc in each st to the end. 8sts.
Fasten off leaving a long yarn tail for sewing. Stuff horn and sew to top of head just in front of mane.

Ears

Make two in White.
Start with 3dc into magic ring. 3sts.
Round 1: 2dc in each st to the end. 6sts.
Round 2: (dc in the next st, 2dc in the next st) repeat to the end. 9sts.
Rounds 3-5: dc in each st to the end. 9sts.
Fasten off, leaving a long yarn tail for sewing. Oversew base of ears flat. Fold base in half and secure with a few stitches. Sew to either side of the head two rounds behind the horn.

Wings

Make two in White.
Make 14ch.
Row 1: Starting in second ch from hook dc in each ch to end, turn. 13sts.
Row 2: 1ch (does not count as a st), dc in each st to end, turn. 13sts.
Row 3: 1ch (does not count as a st), sl st in the first st, 9ch, sl st in second ch from hook, dc in the next ch, htr in the next 2ch, tr in the next 4ch, miss a st, sl st in the next st.
Row 4: 7ch, sl st in second ch from hook, dc in the next ch, htr in the next 2ch, tr in the next 2ch, miss a st, sl st in the next st.
Rows 5-6: 5ch, sl st in second ch from hook, dc in the next ch, htr in the next ch, tr in the next ch, miss a st, sl st in the next st.
Row 7: 7ch, sl st in second ch from hook, dc in the next ch, htr in the next 2ch, tr in the next 2ch, miss a st, sl st in the next st.
Row 8: 9ch, sl st in second ch from hook, dc in the next ch, htr in the next 2ch, tr in the next 4ch, miss a st, sl st in the next st.
Fasten off leaving a long yarn tail for sewing. Fold wing in half so that the feather parts match up. Oversew around all edges to join. Sew base of wings at a slight angle to either side of body with tallest wing tip at base of neck.

Tail

Make one in Silver.
Start with 6dc into magic ring. 6sts.
Row 1: sl st in the next st, 30ch, sl st in second ch from hook, 2dc in the next 28ch, sl st in the next st.
Row 2: sl st in the next st, 24ch, sl st in second ch from hook, 2dc in the next 22ch, sl st in the next st.
Row 3: sl st in the next st, 18ch, sl st in second ch from hook, 2dc in the next 16ch, sl st in the next st.
Fasten off, leaving a long yarn tail for sewing. Thread the yarn tail onto a wool needle and weave through the first 6sts in the magic ring. Pull tight to gather up the base of the unicorn's tail. Sew to back end.

Flowers

Make four in Lilac, two in Green and two in Pink.
Start with 5dc into magic ring. 5sts.
Round 1: * (sl st, 4ch, sl st) in the next st.
Repeat to the end. Five petals made.
Fasten off. Weave in the yarn tails. Using Lemon yarn sew a French knot to the centre of each flower. Sew a Pink, Lilac and Green flower on top of the mane behind the ears. The flowers will help to keep the mane securely in position. Sew a lilac flower to the base of each wing. Using Green yarn, embroider three chain stitches around the lilac flower for leaves.

SAFETY FIRST Our unicorn is not designed as a toy or meant for young children. Always ensure your work is well-made and any loose parts are securely attached. **Remember, if you intend to sell our unicorn, even if not sold as a toy, there are strict regulations you must adhere to. Visit craft-seller.com for more advice.**

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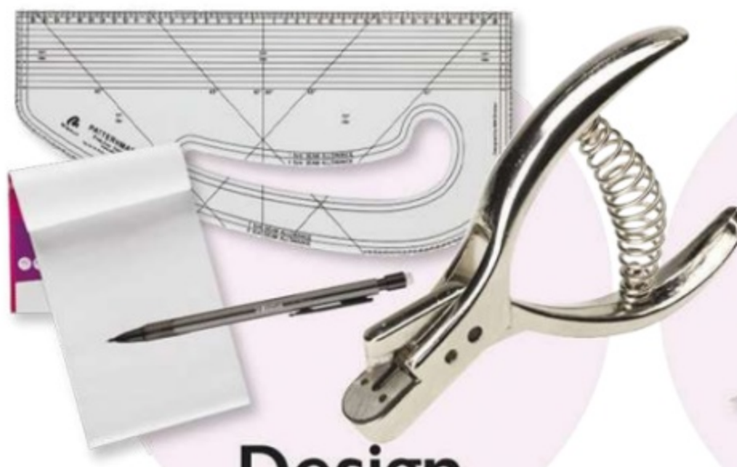
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EMILY COLTMAN is a chartered accountant and author who helps businesses with their finances. She is chief accountant to FreeAgent who make accounting software.



JOANNE DEWBURY is a multi award-winning small business owner, business expert and a successful author and blogger. She is also a busy mother of three young children.



RACHEL TURNER is the head chef and owner of Sweetapple, a bespoke catering company that supply for corporate and private events of all shapes and sizes.



CLARE YUILLE is the founder of Indie Retail Academy which supports artists, designers, crafters and makers in getting their creative products out into the world and in front of customers.



Make food hygiene part of your bread and butter business

© Floral Greaseproof Paper & Twine £4.25, oakroomshop.co.uk

Scrub up!

Q **I've been asked to supply a local shop with my homemade breads and bakes. Do I need to be trained in food hygiene if I want to start selling my produce?**

LOTTIE SMITH, BLACKBURN

A RACHEL SAYS: You will need to undertake a food hygiene and safety certificate (level two) that can be completed online via various websites. Take a look at highspeedtraining.co.uk. More in-depth and formal courses are often organised by your local authority, if you're looking for an extra detailed study. You will also need to have registered with your local authority's environmental health department at least 28 days before you get started, as well as be up to speed on the new legislation around allergen guidelines. For more information, visit food.gov.uk.

An added plus?

Q **What is Google+? Is it similar to other social media channels?**

SARAH JONES, PETERBOROUGH

A JOANNE SAYS: Google+ is another social media platform for sharing content. It has many of the recognisable Facebook features. For example, rather than liking someone's post you G+ it and instead of having friends, you follow people and put them into circles, which are categories. Circles are really useful. If you wanted to send out a link to a post, for example, you can target specific people as opposed to sending it out to the masses. Put simply, Google+ is useful as it is part of Google. Therefore, sometimes comments, blog posts and shares can come up higher in searches than your actual website.



Add up a few more positives with Google+

© Plus Sign Wallpaper, £68, miltonandking.com

MY TOP 10 TIPS



LAURA PYKE created Say It, which specialises in handmade stationery and can be found at sayithandmade.co.uk

1 Send out a regular newsletter.

2 Keep making new designs so your shop looks fresh.

3 Don't be scared to increase prices.

4 Sell your makes in several places.

5 Don't feel you need to use all social media channels.

6 Check sales and expenses each month to see if you're making a profit.

7 Think carefully about your packaging as well as the product.

8 Create a separate email address for your craft business.

9 Keep business cards handy.

10 Find out what your customers want you to make.



© Stockholm Desk and Dressing Table, £299, Stockholm Chairs, £89, tesco.com

FAQ

This month our top Facebook question is...

Q Where can I find a free vintage font for my cupcake bags?
Ella Richards

A Rachel: There are so many styles out there, it can be hard to choose just the one. You can find a good selection at **fontspace.com/category/vintage** – their range really does have something to suit every taste. I particularly like the Parisienne font, which is commercially friendly. Do take care when downloading though, as some are for personal use only. like

The home office

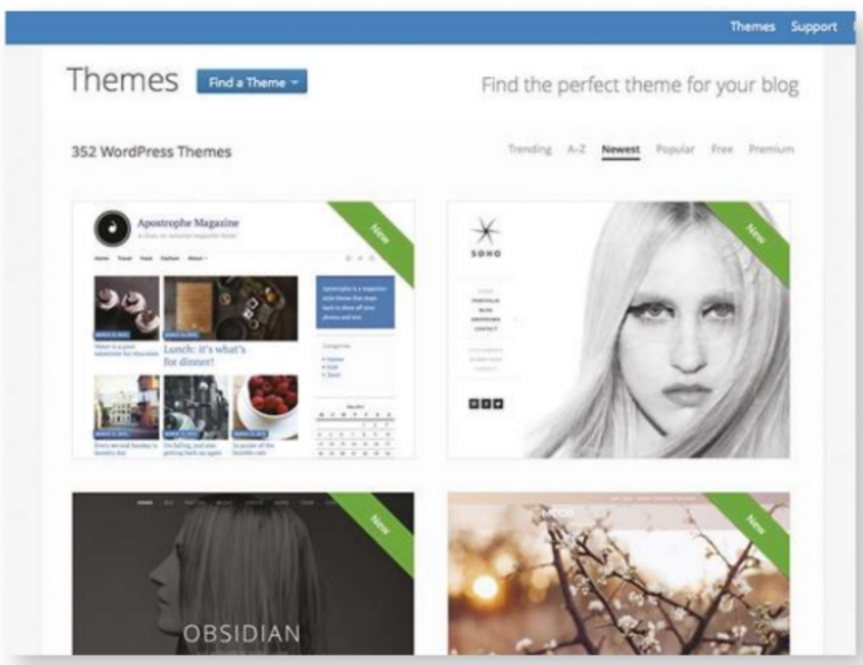
Q **I still have an office job, but intend to start crafting full time. For this, I want to convert the garage into a studio. Do I get any tax relief on that, even though I haven't started my home business up yet?**
FIONA DUCE, GLASGOW

A EMILY SAYS: You could get tax relief on some of those costs once you start trading. However, what expenses you'll be able to claim will depend on your individual circumstances. Situations could include whether the garage is attached to the house or freestanding and what work you'll have done on it. I recommend that you have a chat with your accountant about what specifically you'll be able to claim and from what time you can do so.

Word up

Q **I want to set up a blog for my business but am confused between WordPress.com and WordPress.org. What's the difference?**
GERALDINE MAGEE, BATH

A JOANNE SAYS: With WordPress, the .com version is free and very easy to create.



Consider different blog sites to see which is best for your business

Set-up, upgrades, spam and security are all taken care of and everything is backed up automatically. However, you cannot customise the themes, display adverts or make money from sponsored advertising or use WordPress plugins. In contrast, the WordPress.org version allows you to have full control of the templates and design, and you can install plugins. You are required to backup your system and perform manual upgrades, but neither of these are difficult. You also have to pay a hosting fee, which varies from £14.99 a year to over £50.

ESSENTIAL CRAFT TOOL





NAME: Roo Abrook
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TYPE: Art Prints
TOOL: Antique book pages
AVAILABLE: Antique and secondhand book shops
COST: Anything from £1 - £50

"I use antique book pages to draw, paint and print on. I love the creamy colour and adore the finish of age marks – even water stains look great. I'm not making my work any easier by using aged paper, but it definitely gives a vintage feel that's authentic. I've always adored collecting antique books. I collect them for their beautiful covers and also buy different editions for the inside papers, too. I love to find books that have the previous owners names written in gorgeous copperplate writing, which gives a sense of history to the item. I always use all my own original drawings and illustrations and that makes each print individual."





© DIY Leather Purse, £25, cranmorehome.com.au

A stitch-up?

Q My local shop has offered to take my little hand-sewn bags but say they'll only pay when there is a sale. This seems a little unfair to me, or is it the norm?
FREYA MILLS, LONDON

A CLARE SAYS: This arrangement is called sale or return, or consignment. It's pretty common among artists just starting to sell their work to shops. It's great for the retailer as they get new items without having to invest anything upfront but it's less beneficial for the artist. You get your foot in the door but have no control over when, or even if, you'll get paid. All the risk really lies with you. In saying that, sale or return can work very well for both sides. If you want to go down this route, draw up a sale or return agreement and ask the retailer to sign it before you proceed. It's not a guarantee that things won't go wrong, but it does give you something to fall back on if things don't go your way.

GUEST SPEAKER



Emma Jones MBE is a best-selling author and founder of Enterprise Nation (enterprisenation.com). Here she advises how to grow your craft business by developing a trading record and creating an appealing franchise package.

Growing through franchise is particularly suited to companies that have a model, which is easily transferable and has a process to follow for making a profit. For example, dance activities for children or tasting parties for food fans. The aim is to perfect a model that works in one area and then grow by enabling others to replicate it. It's an increasingly popular way for business owners to expand as it's achievable at a low cost and also at high speed:

Low cost – the capital required for expansion comes from the franchises who pay a fee to buy the model and apply it in their area.

High speed – this is because you license the business to entrepreneurial individuals who are motivated to grow. Very often, these figures are based in the territory of expansion.

Taking this route to growth does, though, require an investment of time in perfecting the business model and money to develop the franchise package. Sinclair Beecham, one of the two founders of Pret A Manger, once explained to me how he and his partner spent seven years in their first shop in Victoria perfecting every aspect of the business from the taste of the sandwich to the training of staff. Only then did they feel able to replicate the prototype in shop number two. Now there are 295 Pret shops across the globe generating an annual turnover of £380 million. You could say those first seven years were time well spent in getting the model just right so it was ripe for development.

Purchase Emma's new book, *Going for Growth* for the **special Craftseller price of £9.50** + P&P (RRP £12.99) at **harriman-house.com** and use promotional code **CSG4G15** at the checkout.

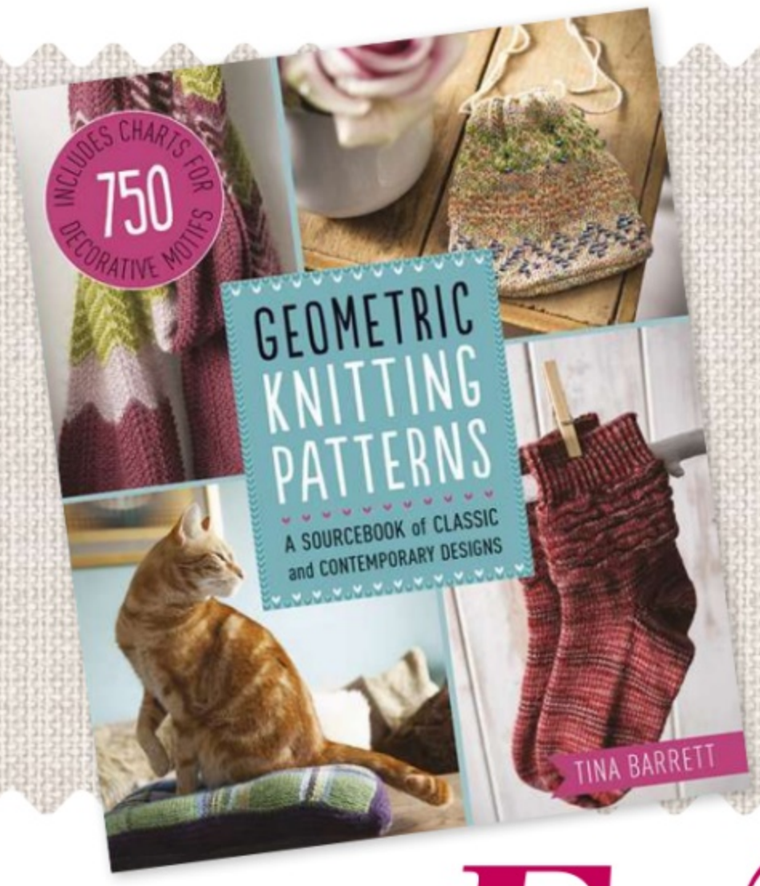


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Needcraft are offering one *Craftseller* reader the chance to light up their craft stall by winning this lampshade making kit worth £125.
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5 BEST IN SHOW
Win a pair of tickets for the Sewing and Hobbycrafts, Weald of Kent Craft and Stitching and Sewing shows. For six lucky readers!
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6 FASHIONABLE FABRICS

Are you as sewing obsessed as we are? Well then you'll love this prize worth £120 from material mecca, Juberry Fabrics. This quarter bundle contains forty different styles from the Moda Fabrics range, all professionally cut and ready for you to get set with your sewing skills.

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7 START SELLING

Set up shop in a new online location with The Made By Me Company. Designed to make craft selling easy, affordable and flexible, the site is a must for all craft sellers who want to get their products noticed. We have one premium store worth £120 to give away.

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8 ALL AMERICAN

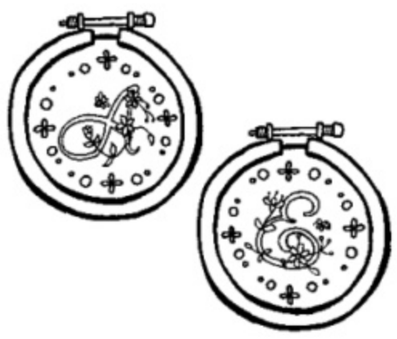
Trendsetting company, American Crafts are offering one lucky *Craftseller* reader a mishmash of their favourite creative essentials full to the brim with pretty embellishments from the Project Life range. Perfect for scrapbook layouts, making cards and more, the bundle is chock-a-block with stationery staples in bright, vibrant colours with a fresh, contemporary feel. This assortment, worth £120 is perfect for crafters who want to create personal makes in a fun, stylish way.

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Bloomin' lovely

Cross stitch names, sayings or simple initials with this pretty floral alphabet, perfect for personalising your makes. **By Durene Jones and Sarah Heys**

INFORMATION

Materials

- Threads as listed in key
- 14-count aida fabric
- Embroidery needle
- Wooden hoop
- White sticky felt
- Ribbon

Size: 6 x 6cm (2⅓ x 2⅓in)

Skill level: Easy

BOTANICAL ABC KEY

Cross stitch in two strands

	DMC	Anchor	Madeira	Colour
∩	B5200	1	2401	white
▽	164	240	1209	green
e	158	941	905	dark blue
🔧	553	98	712	purple
s	554	90	711	light purple
$	563	208	1207	mint green
●	721	324	308	dark ginger
☼	743	302	113	yellow
—	745	300	111	light yellow
b	840	1084	1912	light brown
A	3354	36	2610	light pink
♥	3731	76	506	pink
☾	3761	928	1001	light blue

Backstitch in two strands

—	838	380	2005	dark brown

French knots in two strands

●	518	941	905	sea blue
●	553	98	712	purple

Stitch count 36 high x 36 wide

14 HPI (28-count evenweave) – 6.5 x 6.5cm (2½ x 2½in)

These designs were stitched using DMC stranded cotton on 14-count aida

How to stitch the letters

1 Cut a piece of 14-count white aida measuring 15 x 15cm (5¾ x 5¾in). If you are stitching more than one letter, then your piece of fabric will need to be bigger.

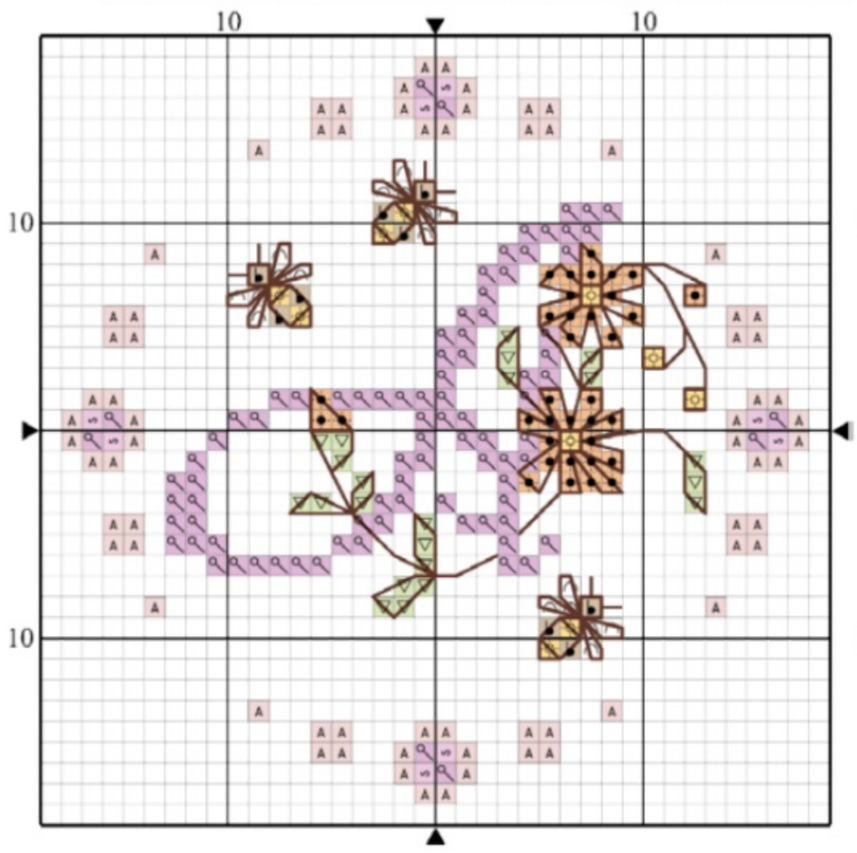
2 Fold the fabric in half, then fold it in half again to find the centre. Start stitching in the centre of the fabric and from the centre of your chart.

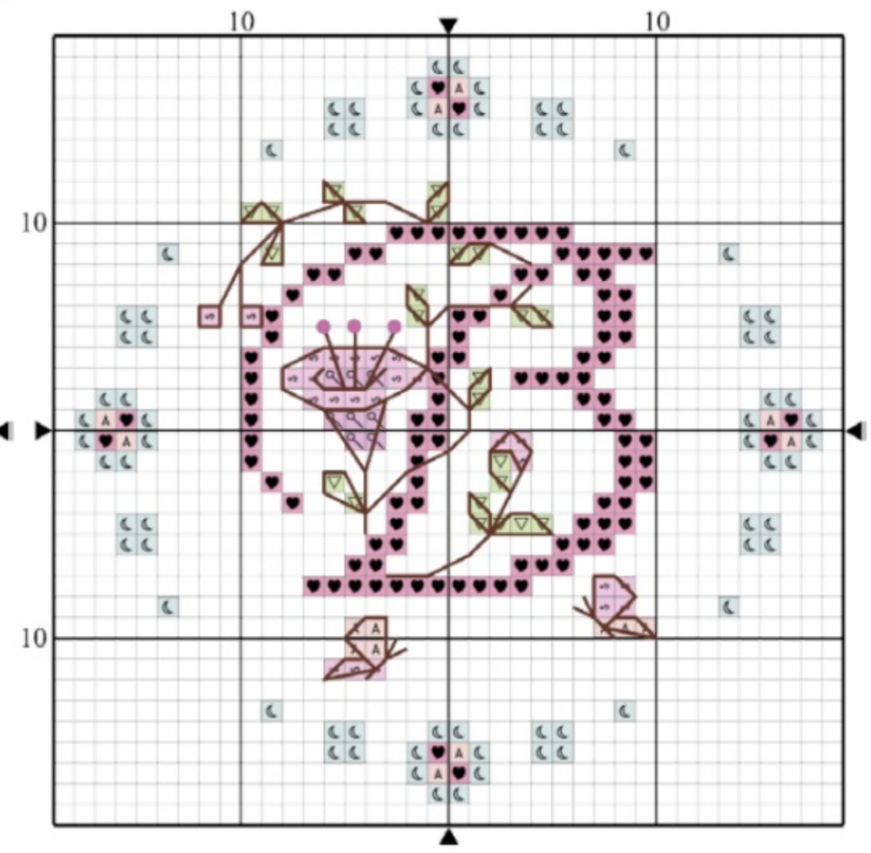
3 Once you have finished stitching, then press the fabric flat using a cool iron and then mount in the wooden hoop. Back the hoop with white sticky felt for a neat look, then tie ribbon in a coordinating colour through the loop in the top of the hoop, so it is ready to hang. CS



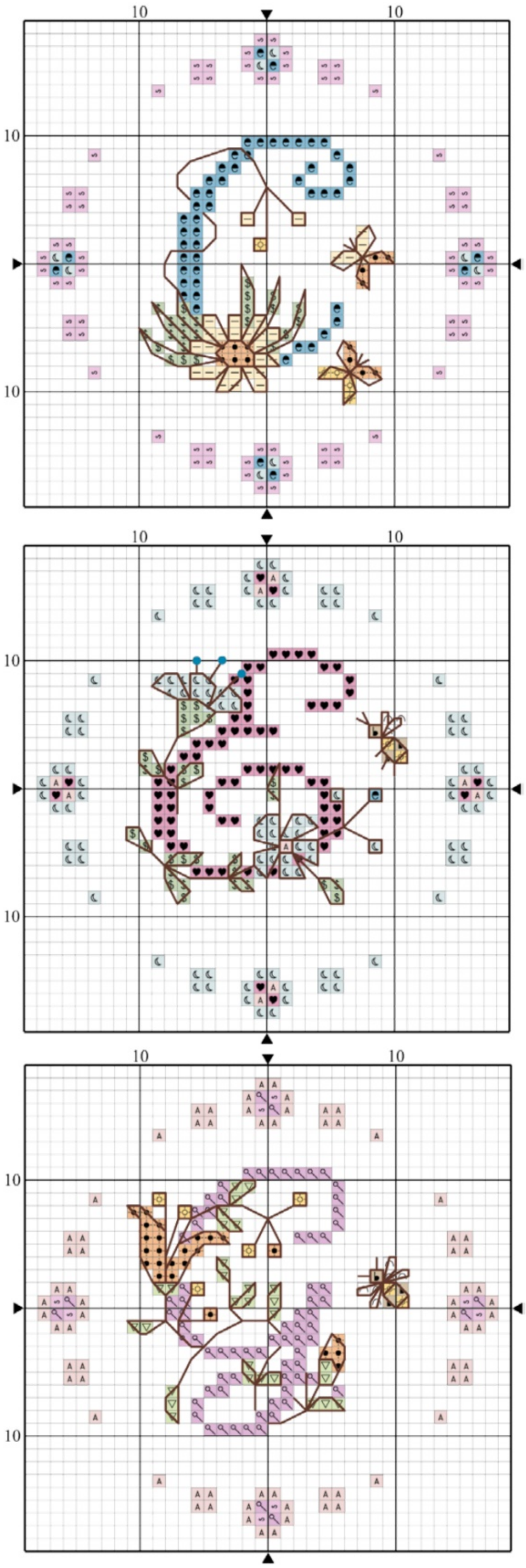
Change the colours to use up leftover threads

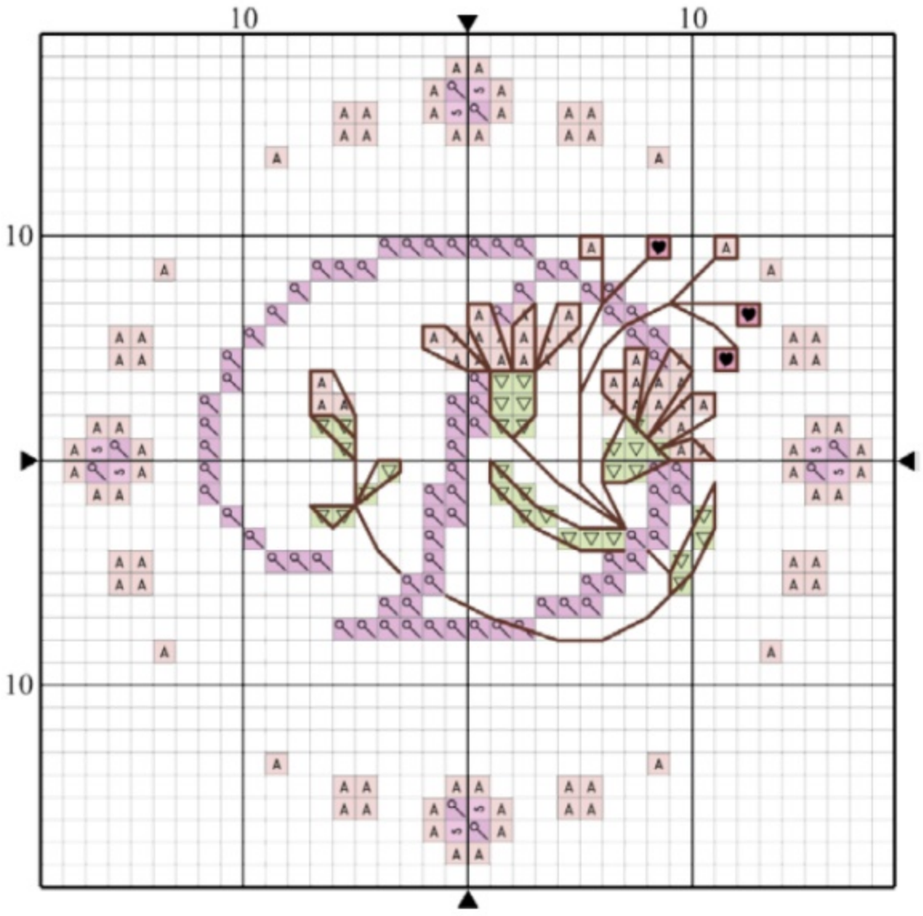
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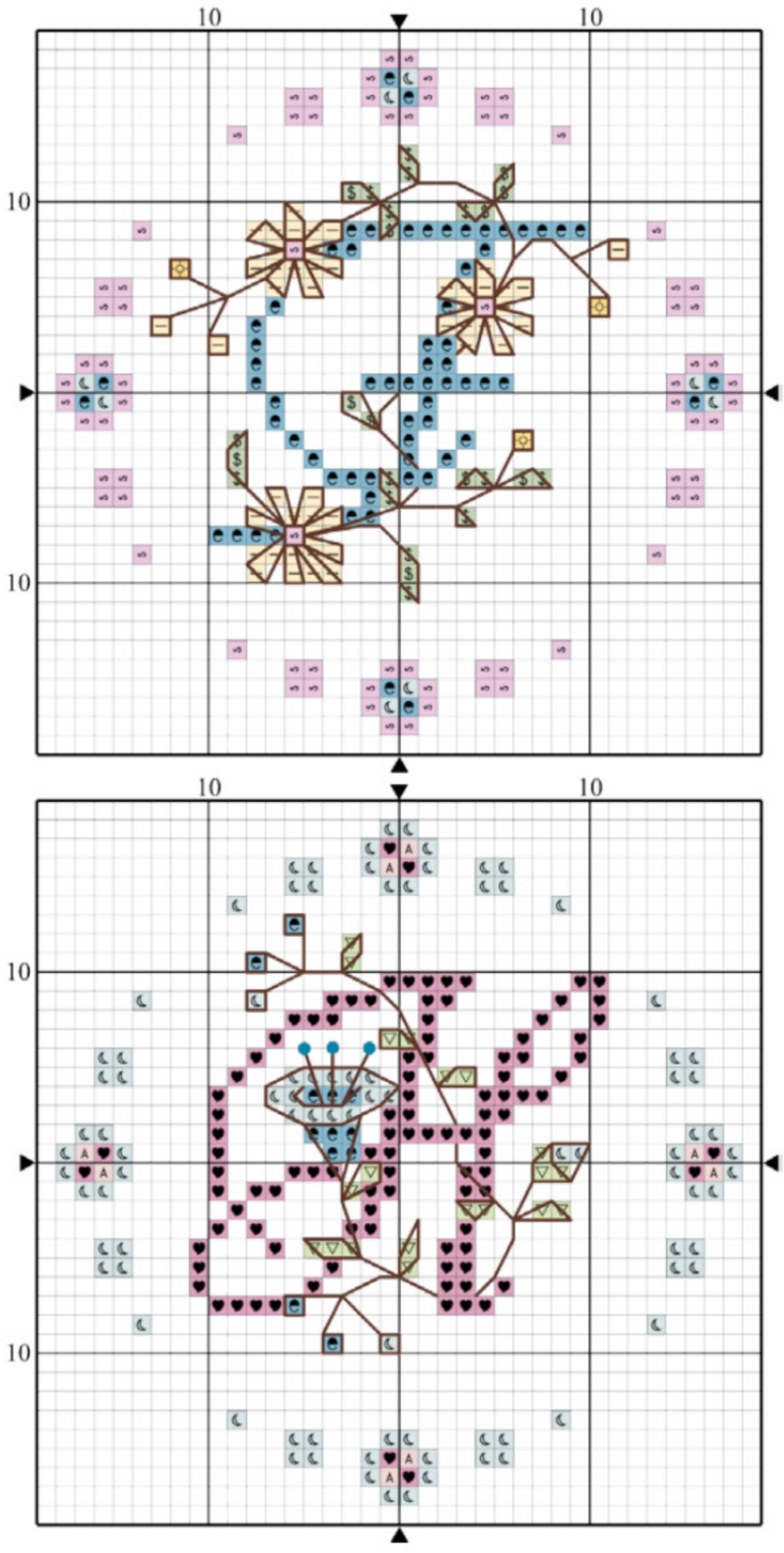


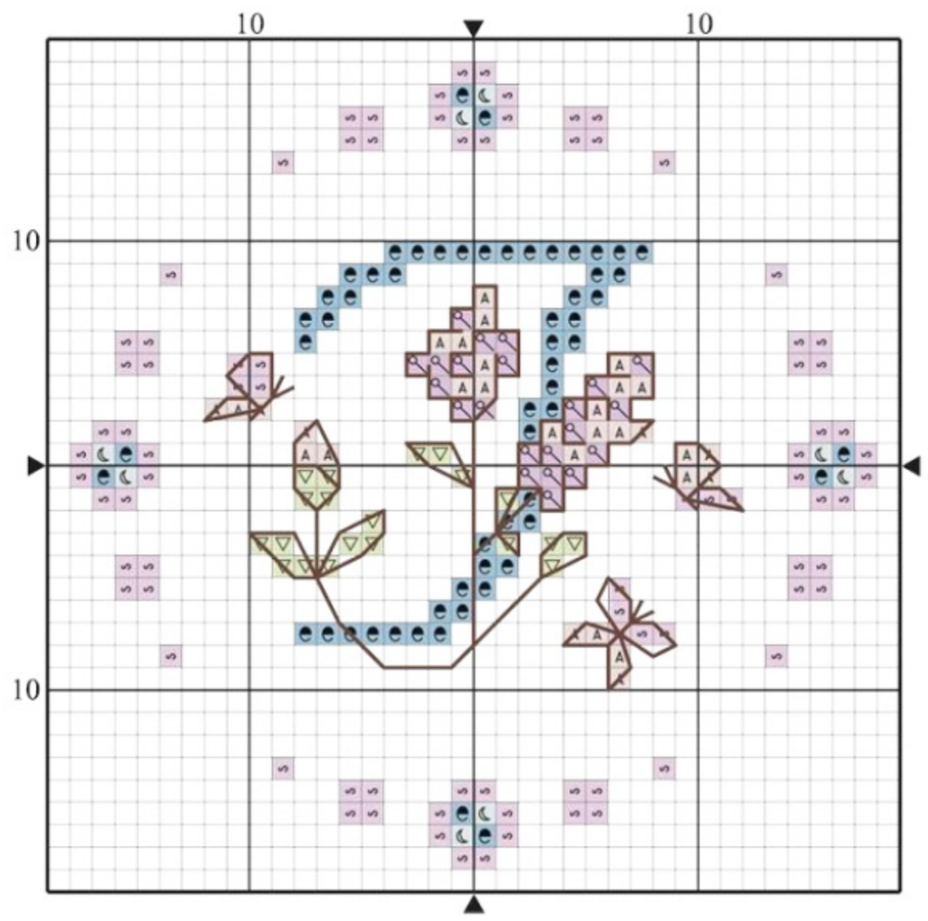


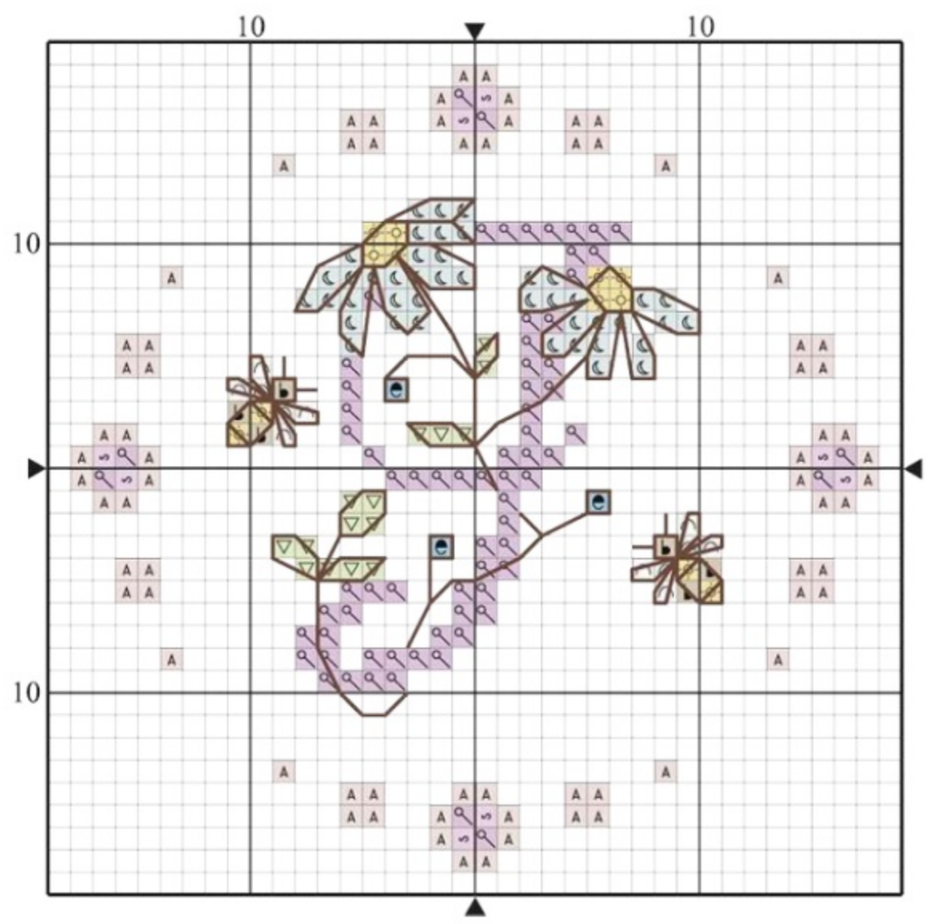
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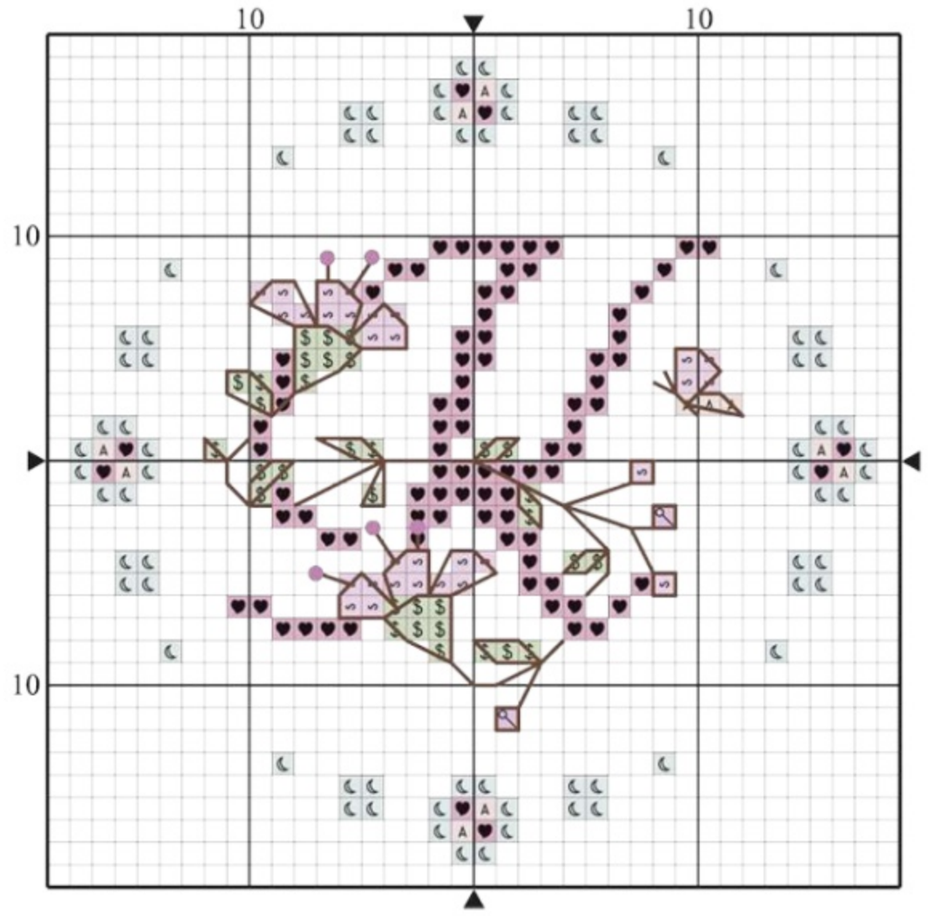


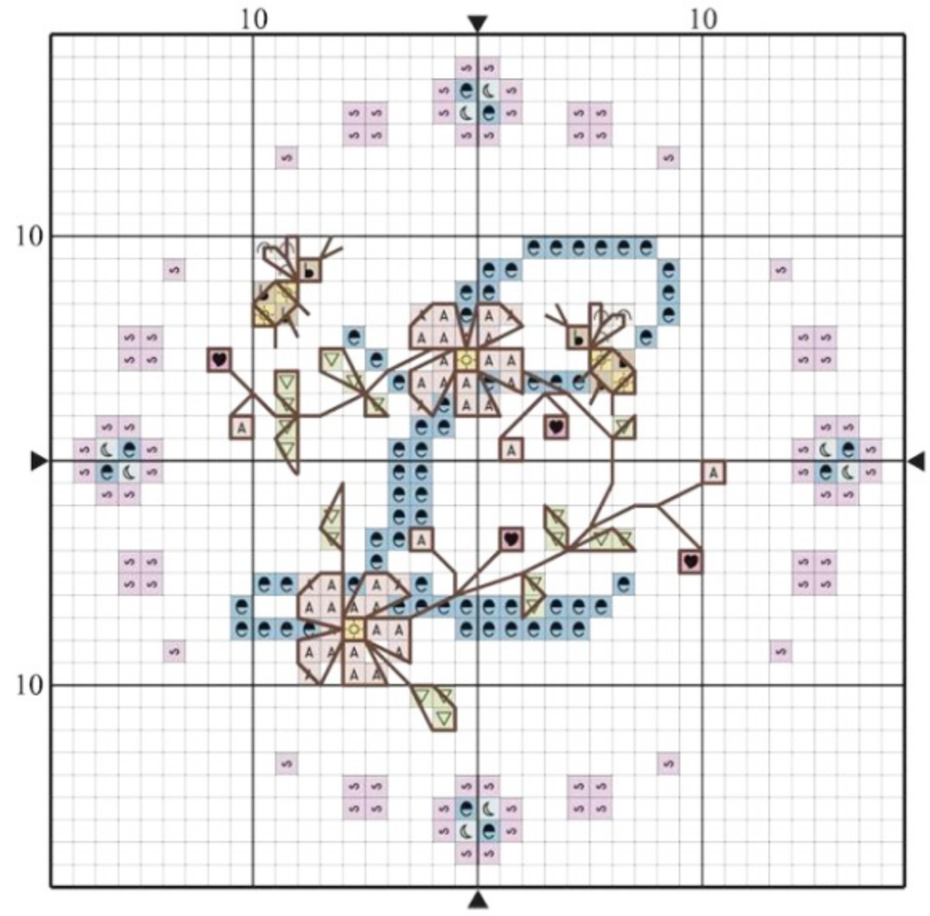


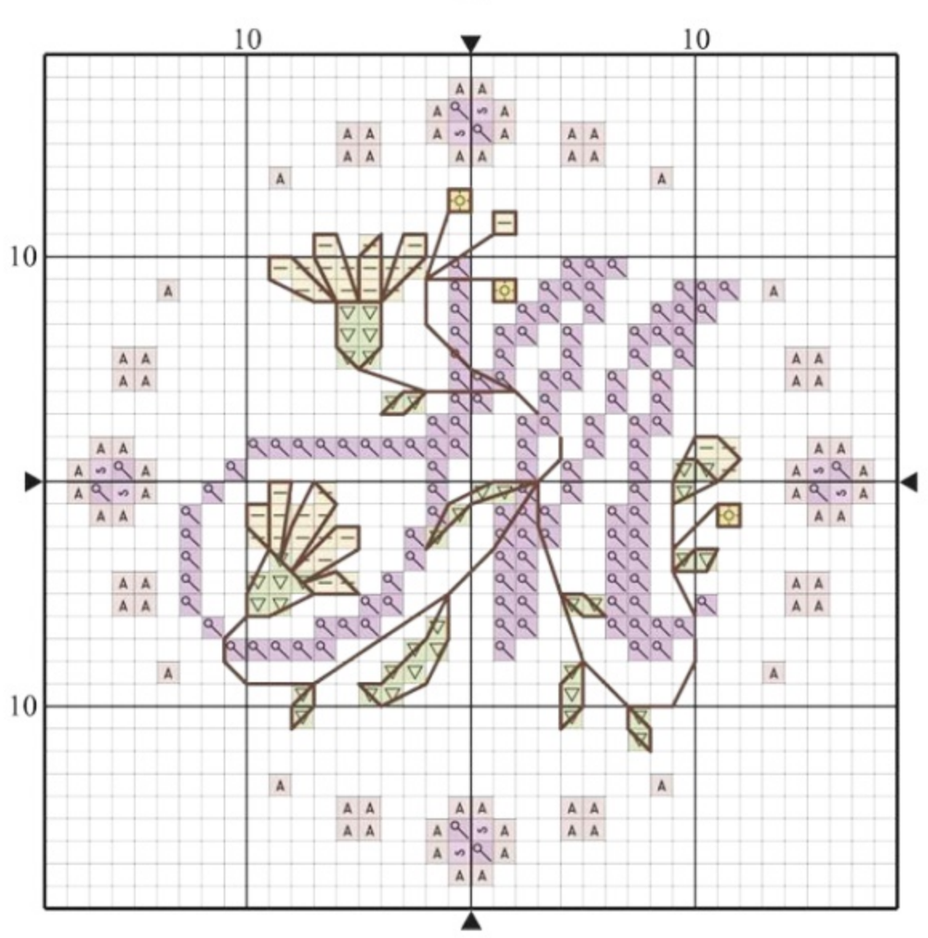


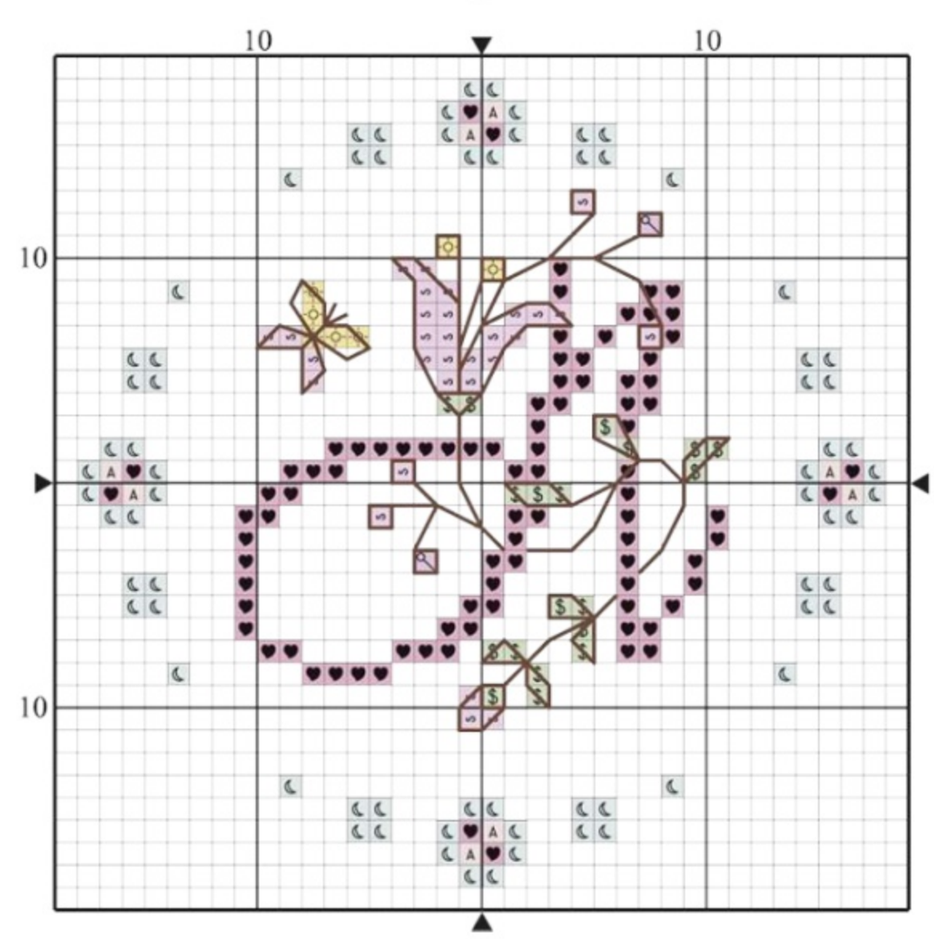

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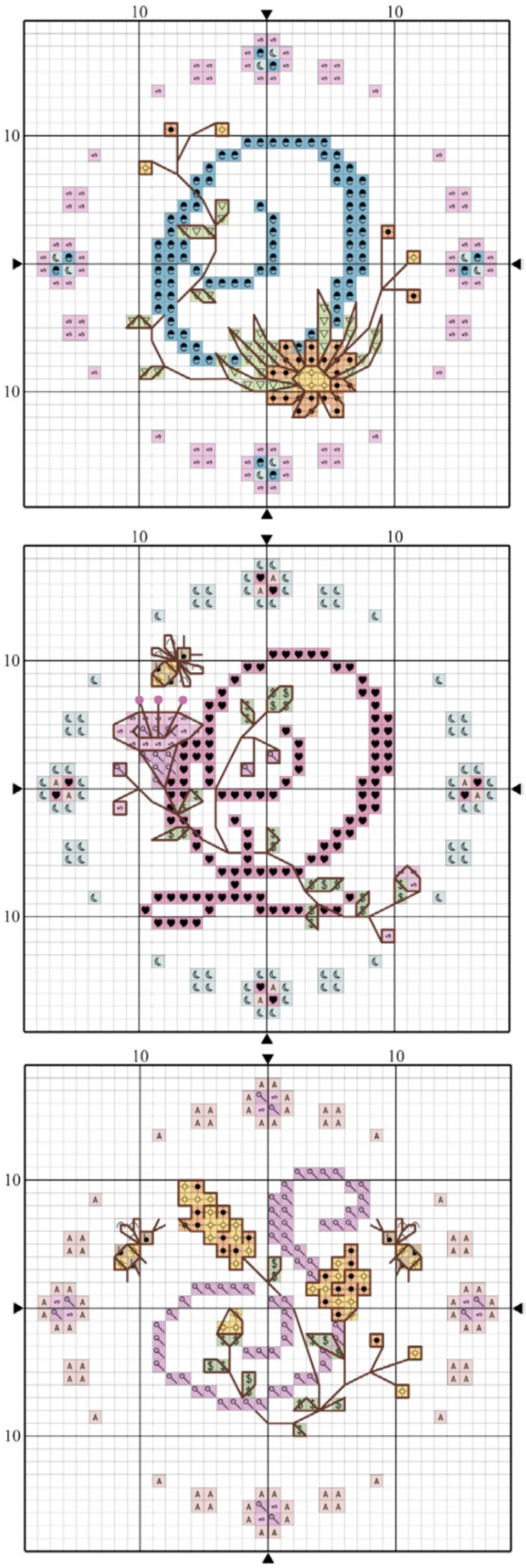

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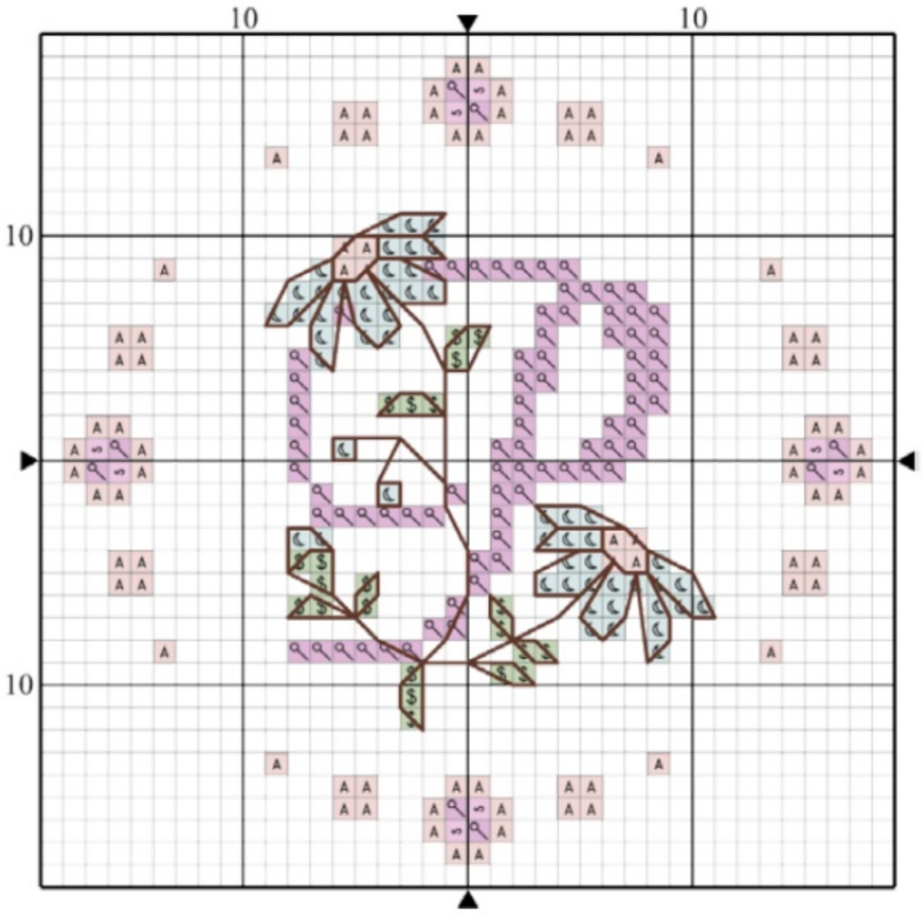

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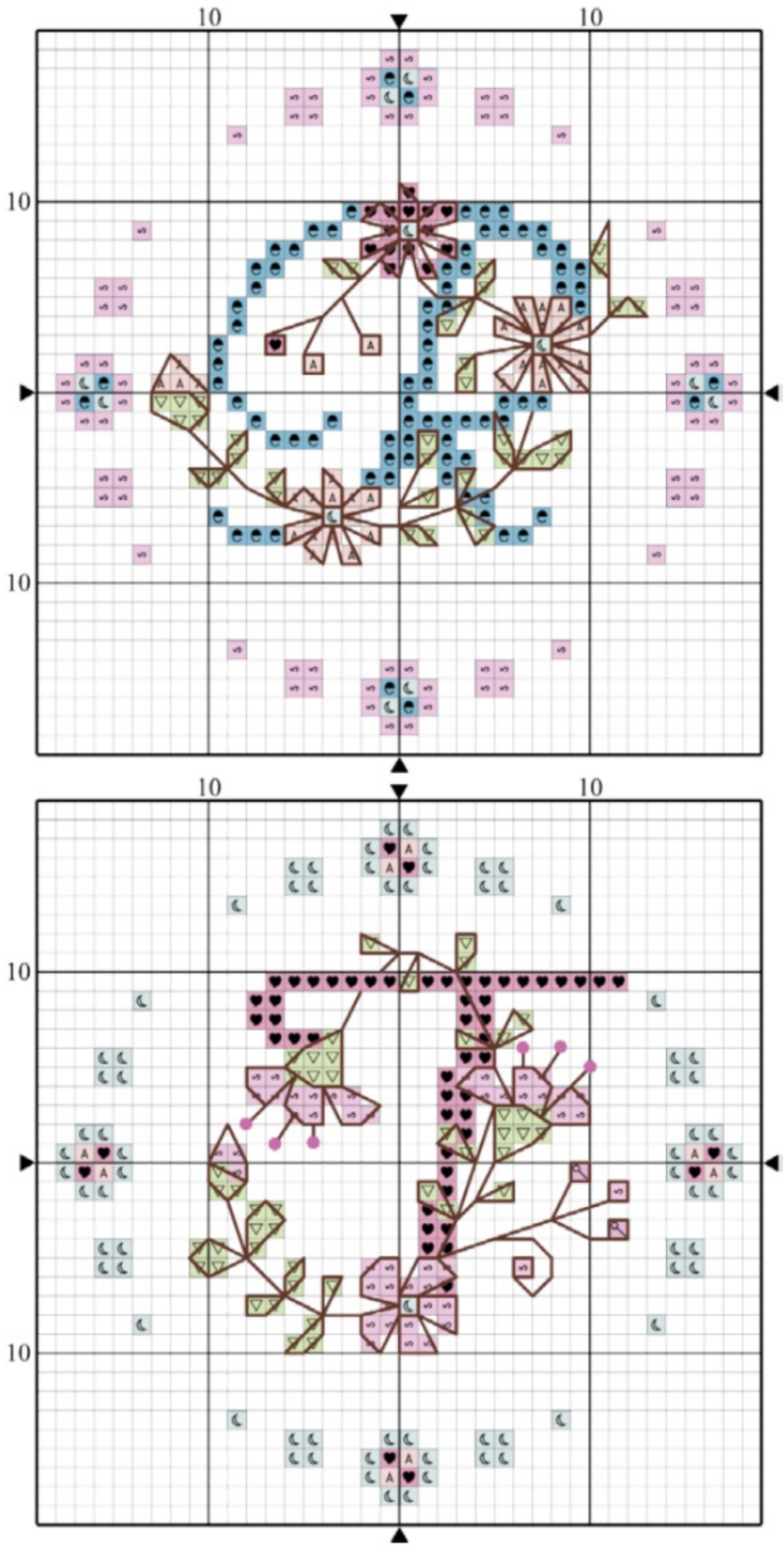

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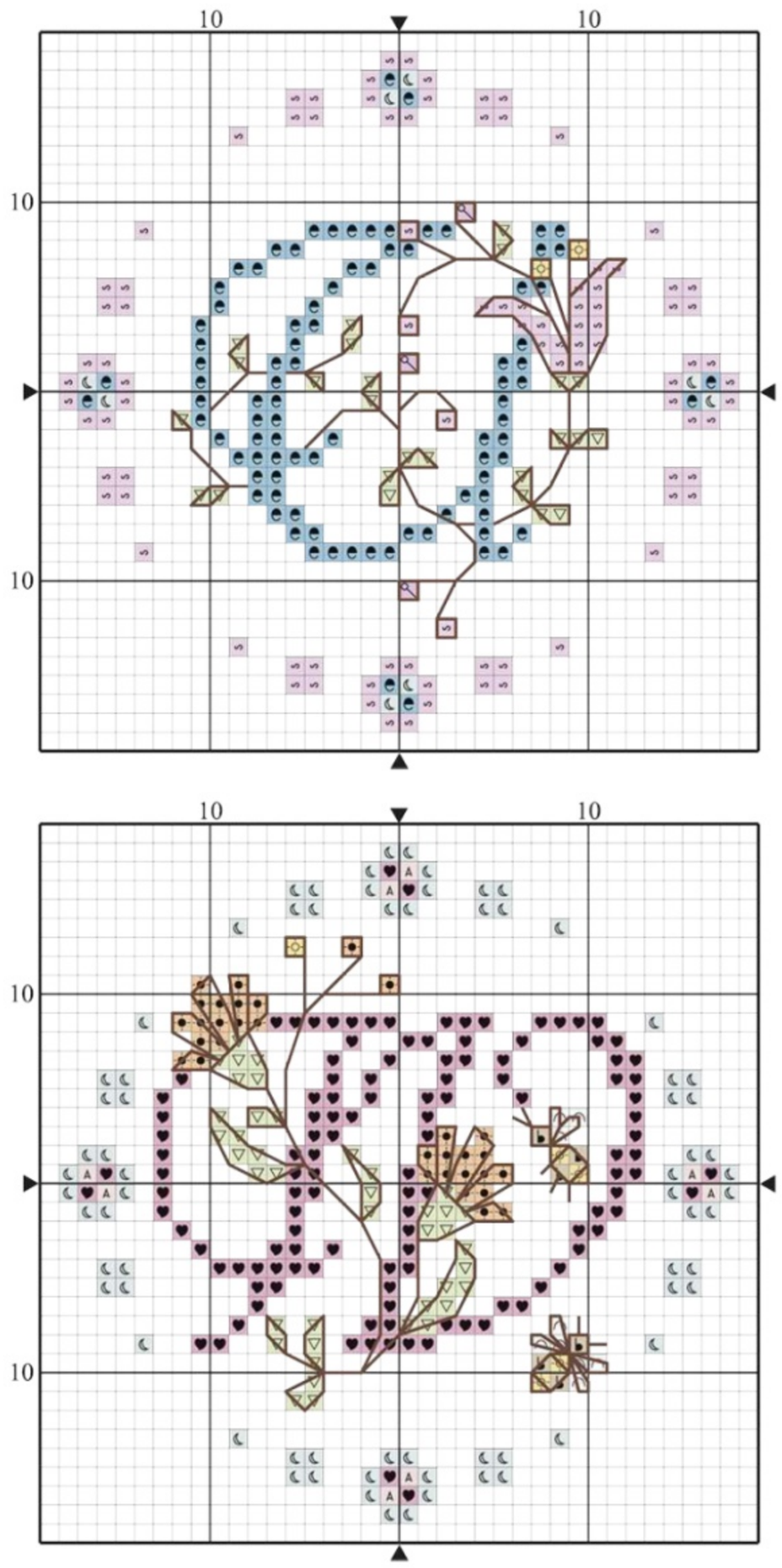

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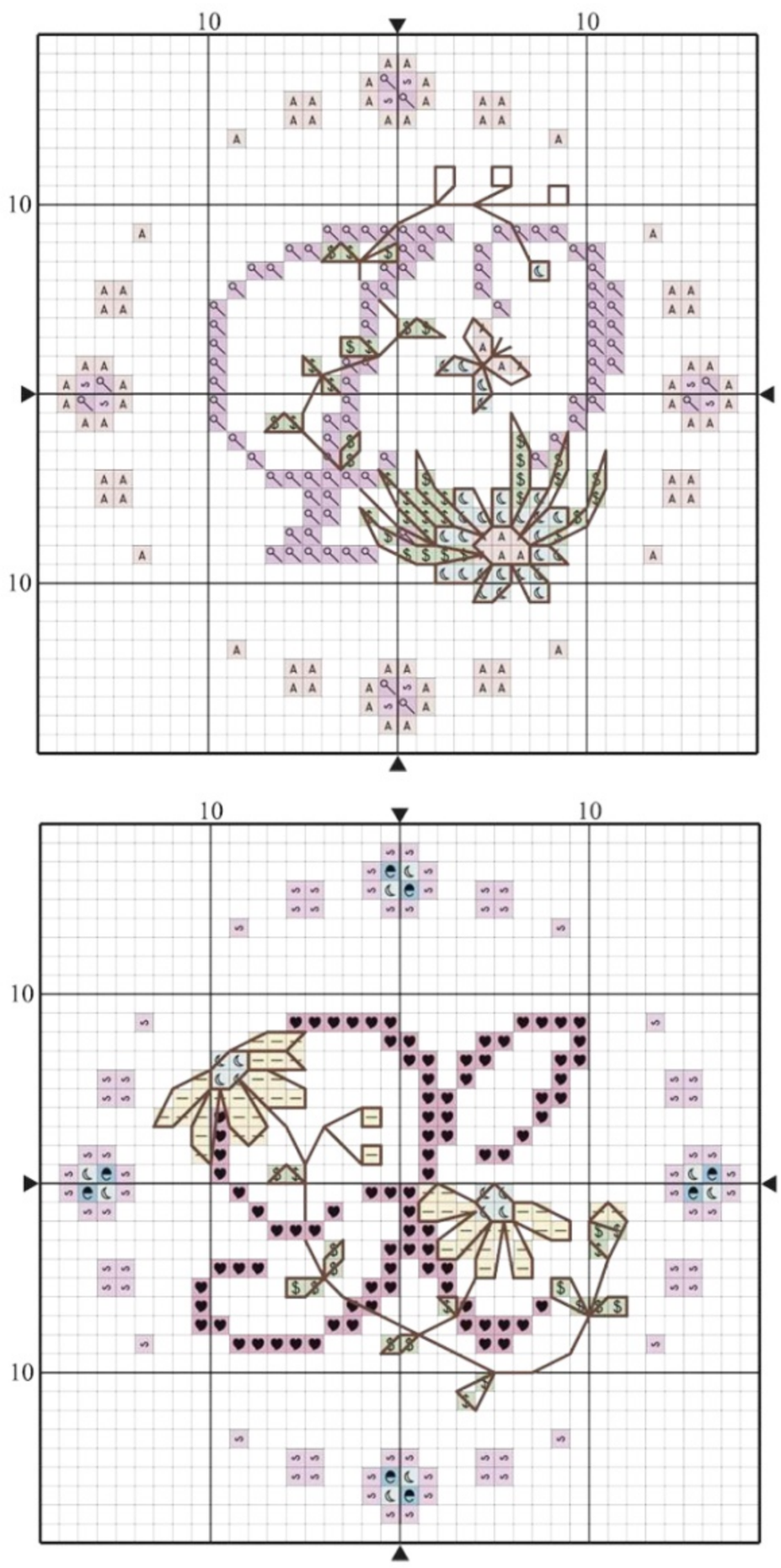
BOTANICAL ALPHABET CHARTS








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TOP TIP

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Templates

Use our handy templates to make the twenties lady and Dalmatian on page 16, the shrink plastic buttons on page 27, the beach bag on page 36, the geometric accessories on page 40 and the cloche hat on page 72

TWENTIES GIRL & DALMATIAN

COPY AT 200%

SKIRT
CUT 1 IN YELLOW
SQUIGGLE FELT

SAILOR COLLAR
CUT 2 IN WHITE FABRIC

FRONT TOP
CUT 1 IN YELLOW
SQUIGGLE FELT

CLOCHE HAT BACK
CUT 1 IN WHITE FELT

CLOCHE HAT FRONT
CUT 1 IN WHITE FELT

DALMATIAN LARGE SPOT
CUT 4 IN BLACK FELT

DALMATIAN EAR
CUT 2 IN
BLACK FELT

DALMATIAN NOSE
CUT 1 IN
BLACK FELT

PARASOL SECTION
CUT 6 IN YELLOW
SQUIGGLE FABRIC

PARASOL TOP DETAIL
CUT 1 IN WHITE FELT

SIDE TOP
CUT 1 IN YELLOW
SQUIGGLE FELT

DALMATIAN MEDIUM SPOT
CUT 10 IN BLACK FELT

DALMATIAN SMALL SPOT
CUT 22 IN BLACK FELT

DALMATIAN BODY
CUT 2 IN WHITE FELT

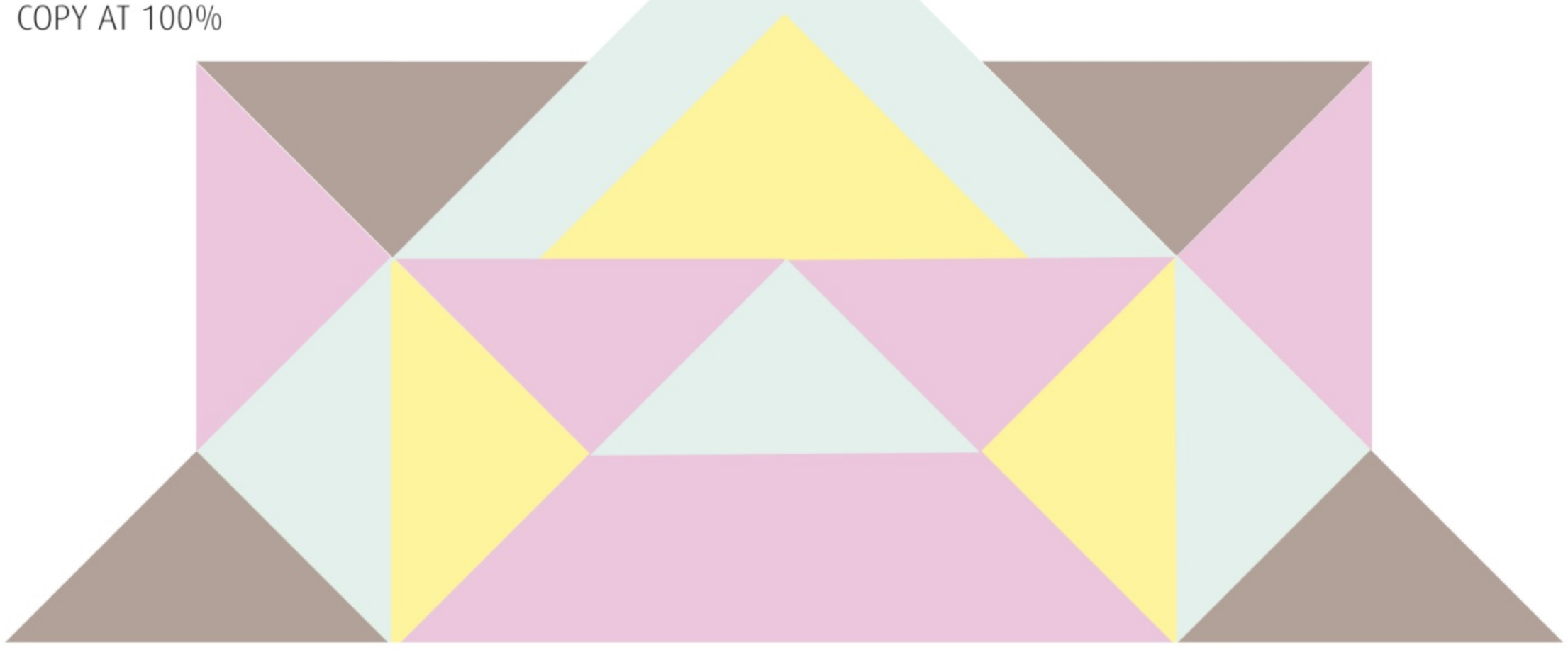
DALMATIAN INSIDE LEGS
CUT 2 IN WHITE FELT

DALMATIAN TAIL
CUT 2 IN
WHITE FELT

CLOCHE HAT BRIM
CUT 1 IN WHITE FELT

MORE WAYS THAN ONE GEOMETRIC PATTERN

COPY AT 100%



30-MINUTE MAKE
SHRINK PLASTIC BUTTONS

COPY AT 200%



MUMMY MAKES
CLOCHE HAT

COPY AT 200%

HAT SIDE PIECE
CUT 2 IN FLORAL FABRIC
AND 2 IN LINING
FABRIC

HAT BRIM
CUT 2 IN FLORAL FABRIC
AND 2 IN LINING
FABRIC

CLOCHE SUN HAT
LEAF

HAT CROWN
CUT 1 IN FLORAL FABRIC
AND 1 IN LINING
FABRIC

BEACH BAG
FLOWER

CUTTING LINE FOR
LINING FABRIC

BEACH BAG

COPY AT 200%

BEACH BAG FACING
CUT 2

LEAF
CUT 3

PANEL FACING
CUT 2

BEACH BAG LINING
CUT 2

BEACH BAG MAIN
CUT 2

BEACH BAG SIDE PANEL
CUT 1 IN CANVAS AND
1 IN LINING FABRIC

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Online loves

Here are just some of our favourite makes from the exciting designers and crafters we've discovered this month



Home

* Even if the sun stops shining, this fun pineapple print is sure to cheer you up!
* **Handmade Piña Lampshade by Rosa & Clara Designs, £40 on noths.com**



Picnic

* Pack up your wicker baskets and spread out on this tartan throw for a perfect picnic.
* **Pink Lemonade Picnic Blanket by SewnNatural, £93 on etsy.com**



Jewellery

* Get into the swing of things and make a statement with these swish tassel earrings.
* **Mint Green Geometric Tassel Earrings by EPUU, £19.93 on etsy.com**



Travel

* Off abroad for your summer jollies? Prettify your passport with a little bit of Britain.
* **Handmade England-Themed Passport Cover by Sewchet, £14 on folksy.com**



Garden

* Enjoy your tea in the garden and invite the little birdies to take time out with you.
* **Chintz Floral Teapot Bird Feeder by Garden Selections, £12 on noths.com**



Accessories

* Put a spring in your step and slip on these red suede sandals for a snap of glamour.
* **Handmade Red Leather Adelle Sandals, £121, liebling-shoes.com**

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