

CUT IT
Beautiful Valentine's Day cards



SEW IT
Fabulous felt skittles & ball set



KNIT IT
Snuggly all-in-one hooded scarf

INSIDE
True romance papers & tags

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Craftseller

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27 Sales will bloom with these easy-to-make teacup gardens

Welcome



16 It'll be love at first sight when buyers meet our cover star



Crafters are a passionate bunch, so we're celebrating the month of love with projects you'll fall head-over-heels for. From Valentine's Day cards to heart-warming homewares, there's a make for everyone's 'special someone'.

Start your crafting love-in with Liz Ward's adorable cover pup (p16). Juan the crochet chihuahua comes complete with wicker basket, juicy bone and snuggly heart cushion. Finish him off with a cute party hat and he'll be ready to make puppy-dog eyes at whoever adopts him.

This month let yourself be seduced by Jacqueline Ramsey's soldier skittles on page 64. A luxury make, they're sure to leave craftsellers heartbroken when packing and posting – they're truly amazing!

Only have 30 minutes? Embrace the craze for succulents with our super-quick teacup gardens by floristry whiz Marie Parry (page 27). Or spend just a little more time making our pretty tile coasters (p34) – they're perfect for a speedy tenner. And whatever you do, don't miss our hooded scarf on page 28 – it's a precious, soft make for knitters who are crazy for comfy.

Then, when all the making's done, snuggle down with a loved one and dream about your future business with our branding feature (p41), *or* pick a new read from our craft book review (p80). Here's to a great February!

SOPHIE JORDAN – ACTING EDITOR



64 Customers will be lining up to buy our soldier skittles



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You'll love our modern romance papers

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BE AN INSIDER

We want to know what you think. After all, the more we know about you the better placed we are to bring you the best magazine possible. So we would like to invite you to join our online reader panel 'Insiders'.

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Turn to page 100 for those all-important templates

Contributors

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



Jacqueline Ramsey

Knock customers off their feet with Jacqueline's soldier skittles on page 64.

Jacqueline Ramsey first learnt to sew on her mother's knee aged four, making clothes for her favourite doll. She has come a long way since then, forging a career in textile restoration and specialising in embroidery. She now juggles freelance feature writing with sewing workshops across Bristol where she passes on her sewing smarts. "Everyone should know how to sew on a button," she says.

Marie Parry

Marie's sweet and dainty teacup gardens on page 27 are the perfect Valentine's gift.

For Marie, fulfilling her florist dreams was something she "never thought would happen". Now, with her flourishing business, Mim's Flower Shed, her green-thumbed ambitions have been realised. Creating beautiful floral arrangements from her studio in Frampton Cotterell, her mission is to "make people smile with flowers". Her teacup gardens on page 27 do just that! Visit mimsflowershed.com.





Rhian Drinkwater

Create some cosy cool with Rhian's knitted hooded scarf on page 28.

As a knitter, crocheter and writer, Rhian is a super-crafter. Her six-year-old son makes use of his mum's craft skills with regular requests for amigurumi toys (a dragon is currently in the works). A self-confessed "sci-fi geek," she makes lots of Doctor Who creations. Yet, it's practical projects that can be worn that Rhian prefers, such as her scarf from this issue.

A SPECIAL MENTION TO

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Making News

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



Make It and Knit and Stitch It Show



MAKE IT IN 2015

Papercraft is one of the UK's most popular crafts, so see what all the fuss is about at the Make It show from 27 February – 1 March 2015. Featuring over 100 paper and card craft exhibitors, it continues to be one of the biggest and most popular paper crafting events in the country. Be sure to stop by the Knit and Stitch It Show running beside it, too. Visit make-it.org.uk for more.

SALES PITCH

IF YOU'RE PLANNING to get your craft business up and running in the new year, pick up a copy of Craft Show & Sell by Jayne Torie. With hints and tips from successful crafters to take your business to the next level, plus step-by-step tutorials and inspirational images, it delivers advice and vision in equal measures. A crafty must-read. (Search Press, £12.99).





L-R: Bone drupa lace jug by Victoria Mae Designs, £20 on now.com; Crochet collar by Stella James, £15 at Quilts Group SS2015 show, RA.

LOVE LACE

Lace made an appearance on the Valentino and Chloé catwalks this season, making it a bona fide style hit for Spring 2015. Get the look with these delicate buys, or incorporate the chic craze into your own makes. Get ahead of the trend and go for papercut details and intricate knitted or crocheted designs.



3 MINUTES WITH CRAFTY BEGGARS

1 Our new TV show, Crafty Beggars, is aimed at women and men from their teens to their nineties so it appeals to everybody! You'll especially love it if you subscribe to the ethos 'Why bin it when it can be turned into something beautiful'? The show is fun, quirky and packed with inspirational ideas to update your home.

2 We really enjoyed co-presenting, and found it very easy working together. We've gained quite a Youtube following for our 'Muttley' laugh in the show. A few famous faces snigger with us on the craftybeggars.tv website, too.

3 Julie loves beading, collage, decoupage, upcycling furniture, and making sock teddies, while Wendy's favourite crafts are jewellery making, book sculptures, pottery and unusual one-off pieces. We enjoy the feel-good factor crafting brings and love turning throw-away items into something wonderful.



Crafty Beggars airs on TLC, presented by Julie Peasgood and Wendy Turner-Webster (Sky 125 & Virgin 167)

THIS MONTH'S SELLER
ALICE STEWART





British jewellery designer Alice Stewart specialised in silversmithing and jewellery at Loughborough University, and is now based in Birmingham's jewellery quarter. She takes inspiration from the English countryside for her delicate designs, cast in silver and 18 carat gold vermeil. You can find her latest collection at alicestewartjewellery.co.uk.



VISIT: BADGER & EARL

New London craft hotspot, Badger & Earl is a coffee shop, haberdashery and workshop rolled into one. As well as serving tea and homemade cakes, there are classes and workshops on everything from crochet to quilting and stitching, plus a selection of beautiful fabrics and yarn to buy. Pop in with your favourite craft project or to find out more, visit badgerandearl.com.

MY FUNNY VALENTINE

GET IN THE MOOD FOR VALENTINE'S DAY with our pick of buys featuring our favourite romantic quotes. Whether it's a cute card or a pretty typographic print to brighten up your living room, these sweet sentiments will put a smile on your face at any time of year. Why not try it yourself, too? Classic quotes never date, so makes with something to say will always be in fashion!



All you need is love bird card by Felt Mountain Studios, £3.25 on noths.com; I carry your heart print by Old English Company, £16 on noths.com

MAKE OUR CROCHET FLOWER

Our cover gift is perfect for the crochet curious and can be made into a brooch, hair clip and more!



IN YOUR FREE GIFT:
* Dk weight yarn
* 3.5mm crochet hook

How to make the flower motif

Worked in a spiral.
Start with 5 dc into magic ring.
Rnd 1: 2dc into each st to the end.
*Skip the next dc and starting with the next sts, place stitch markers in alternate sts – leave stitch markers in until completely finished.
Rnd 2: (ch3, skip the next dc, dc in the next st) repeat to the end.
Rnd 3: (dc, 2tr, ch2, 2tr dc) in each ch space the end.
Rnd 4: *working behind the petals created on the last row,* dc in the next unworked dc from rnd 2, (ch4, dc in the next unworked dc from rnd 2) repeat to end, sl st to join.
Rnd 5: (dc, 2tr, 1dtr,ch2, 1dtr, 2tr dc) in each ch space the end.
Rnd 4: *again working behind the petals created on the last row*- dc next dc from rnd 2 that is marked with stitch marker, (ch5, dc in the next marked dc from rnd 2) repeat to end, sl st to join.
Rnd 5: (dc, 2tr, 2dtr,ch2, 2dtr, 2tr dc) in each ch space the end.
Fasten off and weave in before cutting off any loose ends to finish.

Abbreviations

ch	chain
dc	double crochet
dtr	double treble crochet
st(s)	stitch(es)
sl st	slip stitch
tr	treble crochet



Dear Craftseller

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

Wreaths make great gifts for many occasions



This would add a bright burst of colour to any space

Inspired ideas

I LOVE LOTS OF different crafts, particularly jewellery making and polymer clay craft. Yet at times, I lack ideas. However, inspiration struck when I saw the hedgehog wreath from issue 43 of *Craftseller*. I was so encouraged, I ended up making four in the end; three as gifts and one for a Christmas sale. I spruced them up with a small set of fairy lights to make them extra special. I now feel motivated to create some more wreaths in different designs, and think that, with this particular make, the possibilities are endless! Over the years, I've sold at fairs and I've been selling online through my Etsy shop, Golden Valley Craft, for over four years. My dream is to craft full-time one day. Hopefully, if I continue on, I'll make it happen!

AMANDA PULLIN, BRISTOL

CS If your other makes are as good as this one, we've no doubt your craft dreams will come true, Amanda.

A bonny business

WHEN I STARTED MY business, Beka's Buckets, in 2013, it was the fulfillment of a long-cherished dream. I didn't have butterflies when I held my first craft fair, only a herd of rampaging elephants! Yet after the first one, I was hooked – I just loved the whole fair atmosphere. Business was slow to get going, but this season, things are starting to take off and I'm very happy with progress to date. I hope to sell more of my felt creations inspired by my Scottish Highlands surroundings in the new year.

MAUREEN SMITH, INVERNESS, SCOTLAND

CS 2015 is sure to be your best business year yet!



We love the different details of these makes

Crafty Blog

www.catshycrafts.com



Catshy Crafts gives a helpful insight into one craft seller's business life. From setting up stalls to business tips and advice, this behind-the-scenes blog details experiences that any craft seller would relate to. Some great tutorials, too.

CIARA MAGEE, LEEDS

Getting there

ALTHOUGH I HAVEN'T YET reached my goal of becoming a full-time crafter, I'm still making fantastic progress in my business. This year, I set myself the challenge to start making toys. It was a massive process to go through, considering all the safety tests involved, but on reflection, it's something I'm very proud of. I'm looking forward to new challenges so that I may overcome them and finally reach that target of crafting full-time from home.

EMMA CHAPMAN, CHELMSFORD, ESSEX

CS Keep going, Emma. You'll get there!



Making toys was Emma's challenge for the year

Star LETTER



We just love this real-to-life photography shoot

MINT MAKES

I HAVE ALWAYS BEEN an enthusiastic maker and over the years, I've tried every craft going. My business, Tily Mint Crafts, specialises in fabric and felt items made from natural materials, such as locally sourced wool. I've sold my creations at local fairs for around two years. However, I finally got the push I needed to set up an online shop after reading some selling advice in *Craftseller*. I chose the name, Tily Mint as that was my mum's pet name for me as a little girl and I owe my passion for craft to her.

SARAH BEALE, DALTON, SOUTH CUMBRIA

CS **We love all of your creations, Sarah but we especially love these sweet sheep.**

STAR LETTER PRIZE!

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





This crochet cutie makes the perfect token gift

Generation craft

I HAVE BEEN A cross stitch addict for years but more recently, I have become a crochet convert. I find a combination of these two crafts is a great stress buster. In fact, I think any form of making is a brilliant therapy. I'm so glad that my 22-year-old daughter, Suzy, is now a crafter and that it's something we can both enjoy. When she's home from university, we will both sit together and whilst I cross stitch, she will busy herself with crochet or decoupage. Not only that, but my 81-year-old mum still loves crafting and she knits for the special care baby unit at our local hospital. I thought I would show you one of my recent makes. Even though she's a final-year student, Suzy still insists on having one of these cute penguins every year.

FIONA MC IVOR, CHESTER

CS **We don't blame Suzy for insisting – he's adorable!**

Full of fun

I CREATE HANDMADE FELT accessories, decorations and other bits and bobs that are all hand-sewn and made with love. I set up my Etsy shop, ClaireyLouCreations in 2009 and haven't looked back. I love making special custom-made orders for buyers. People seem to love having that personal element added to their buys.

CLAIRE WILLIAMS, LONDON

CS **We love how full of character your makes are.**



A clear background is ideal for showing off colourful makes

Crafty talks

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

Stuck watching rugby. At least I have my *Craftseller* to inspire me! **@CHATT86DESIGNS**

Bought *Craftseller* months ago and I've been hooked ever since. **@BEAUTYGURUBANKS**

Always oodles of inspiration! Building up to selling my crafts... EEEK!!! **@WILLOW596**

Excited about reading *Craftseller!* Perfect bedtime reading! :) **@LVCHICHI**

CraftsellerMag came through my door! Chill before the school run **@CINDERS80**

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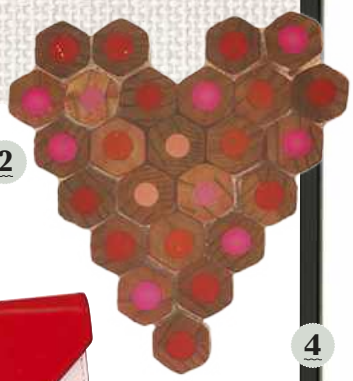
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Pinks & reds

Blush and blaze were meant to be so marry rosy tones with a daring dash of crimson for a match made in heaven...











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1 Leni Pillow, £35, **graypigeon.com** 2 Artist Pencil Brooch, £14, **ellieellie.co.uk** 3 Michael Kors Pink Envelope Clutch, £195, **houseoffraser.com** 4 Limited Edition Swan Print, £29, **mengsel.com** 5 Pink and Red Drop Earrings, £22, **bluebungalow.com.au** 6 Peper Harow London Grad Polka Socks, £16, **luxurymenssocks.com** 7 Vaseline Tin, £6.50, **tesco.com** 8 Watch Me Clock in Pink, £35, **redcandy.co.uk** 9 Waffle Top, £18, Pink Pleated Skirt, £35, **simplybe.co.uk** 10 Fox and Cubs Tray, £28, **onebrowncow.co.uk** 11 Red Lily Patty Pans, £5.80, **confectionatelyyours.com** 12 Red Hearts on Pink Postcard, 75p, **zazzle.co.uk** 13 Ika Print Zig Zag Paper, £2.99, **papermojo.com** 14 Backpack, £18.98, **beckyandlolo.co.uk** 15 Vernay Sideboard, £399, **made.com** 16 Mahika Pink Oval Basket, £15, **thetravellingsouk.com** 17 Pink Studio Ribbon Rose Mug, £8.99, **cotswoldtrading.com** 18 Pink Spoons by SucreShop, £4.80, **etsy.com** 19 Heart Candies, £2, **tigerstores.co.uk** 20 Selected products from **berryred.co.uk**

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Stash it!

Take crafty inspiration from our pick of new products







Neon bright **triangle confetti** by Neon LDN, £1.10, on etsy.com · Vintage **Hessian ribbon**, £3, luckandluck.co.uk · Valentine heart **peg clips**, £3, paperchase.co.uk







Pink **polka dot ribbon**, £2.99, oakroomshop.co.uk · Heart **sewing pin wheel**, £1.95, dotcomgiftshop.com · Crazy sexy **wool in red candy**, £15.50, woolandthegang.com







100m **bright Guttermann thread,** £1.70 each, sewcraftyonline.co.uk · Pack of **six red heart buttons,** £2.95, dotcomgiftshop.com · John Lewis heritage **fold-out measuring tape,** £8, johnlewis.com



Puppy love!

Win hearts this Feb with Juan, the adorable amigurumi Chihuahua – we predict shoppers will be queuing to get their paws on him! **By Liz Ward**




COVER
star

INFORMATION

Materials

*50g DMC Natura 4ply in Passion (N23), terracotta (N40), Azur (N56), Siena (N41), Nacar (N35)
* 3mm (UK 11) and 3.5mm (UK 9) crochet hooks
* Wool needle
* Toy stuffing
* Black embroidery thread
* Brown felt
* Small white pom-pom
* Fluffy yarn
* Gingham ribbon

Size: 15 x 12cm (5¾ x 4¾in)
Skill level: Easy

With delightfully oversized ears, those puppy dog eyes and a super-sweet party hat, shoppers will find it hard to resist this lovable pup. We're an animal-loving nation, and you'll find that pet-themed makes sell well all year round, and with Valentine's Day on the horizon, you can promote your Chihuahua as this season's must-have romantic gift to get the cash register ringing this February.

Amigurumi is one of those trends that has gained momentum over the last few years and these mini makes with exaggerated features have a cult-like following with collectors. We think it's the accessories that make our Chihuahua unique. Juan's bone treat, blanket and heart-shaped cushion, that fit perfectly alongside him in his basket, add those extra-special touches that will make customers just want to give him a home!

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

How to make the Chihuahua

Head

Make 1 in Terracotta using a 3mm hook.
Make a magic ring and work 6dc into the ring. 6sts.
Round 1: 2dc into 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.
Round 4: (dc in the first 3sts, 2dc in the next st) repeat to end. 30sts.
Round 5: (dc in the first 9sts, 2dc in the next st) repeat to end. 33sts.
Round 6: (dc in the first 10sts, 2dc in the next st) repeat to end. 36sts.
Round 7: (dc in the first 11sts, 2dc in the next st) repeat to end. 39sts.
Round 8: (dc in the first 12sts, 2dc in the next st) repeat to end. 42sts.
Round 9: (dc in the first 13sts, 2dc in the next st) repeat to end. 45sts.
Round 10: (dc in the first 14sts, 2dc in the next st) repeat to end. 48sts.
Round 11: (dc in the first 15sts, 2dc in the next st) repeat to end. 51sts.
Round 12: (dc in the first 16sts, 2dc in the next st) repeat to end. 54sts.
Mark the next round with a stitch marker.
Rounds 13-14: dc in each st to the end. 54sts.
Round 15: (dc2tog, dc in next 7sts) repeat to end. 48sts.
Round 16: (dc2tog, dc in next 6sts) repeat to end. 42sts.
Insert the toy eyes now – they go on the marked round 12sts apart.
Round 17: (dc2tog, dc in next 5sts) repeat to end. 36sts.
Round 18: (dc2tog, dc in next 4sts) repeat to end. 30sts.
Round 19: (dc2tog, dc in next 3sts) repeat to end. 24sts.
Round 20: (dc2tog, dc in next 2sts) repeat to end. 18sts.
Round 21: (dc2tog, dc in next st) repeat to end. 12sts. *Stuff firmly*.
Round 22: (dc2tog) repeat to end. 6sts.
Fasten off, then thread the cut yarn onto a wool needle and weave through the last 6 stitches, pull the yarn to close the hole. Weave in yarn and cut off any loose ends.

Body

Make 1 in Terracotta using a 3mm hook.
Make a magic ring and work 6dc into the ring. 6sts.
Round 1: 2dc into 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.
Round 4: (dc in the first 3sts, 2dc in the next st) repeat to end. 30sts.
Rounds 5-14: dc in each st to the end. 30sts.
Round 15: (dc2tog, dc in next 3sts) repeat to end. 24sts.
Round 16: (dc2tog, dc in next 2sts) repeat to end. 18sts.
Round 17: (dc2tog, dc in next st) repeat to end. 12sts. *Stuff firmly*.
Round 18: (dc2tog) repeat to end. 6sts.
Fasten off, then thread the cut yarn onto a wool needle and weave through the last 6 stitches; pull the yarn to close the hole. Weave in yarn and cut off any loose ends.
Sew the head onto the body using the photo as a guide for positioning. Weave in and cut off any loose ends.

Legs

Make 4 in Terracotta using a 3mm hook.
Make a magic ring and work 6dc into ring. 6sts.



Round 1: 2dc into each st to the end. 12sts.
Round 2: (dc in the first 2sts, 2dc in the next st) repeat to end. 16sts.
Rounds 3-4: dc in each st to the end. 16sts.
Round 5: (dc2tog) repeat to the end. 8sts.
Rounds 6-12: dc in each st to the end. 8sts.
Fasten off. Stuff the foot and put a bit of pipe cleaner down the leg to stiffen it. Sew in place on the underside of the dog's body. Weave in and cut off any loose ends.

Ears

Make 2 in Terracotta using a 3mm hook.
Start with 4dc into magic ring. 4sts.
Round 1: (dc in the first st, 2dc in the next st) repeat to end. 6sts.
Round 2: (dc in the first st, 2dc in the next st) repeat to end. 9sts.
Round 3: (dc in the first 2sts, 2dc in the next st) repeat to end. 12sts.
Round 4: (dc in the first 3sts, 2dc in the next st) repeat to end. 15sts.
Round 5: (dc in the first 4sts, 2dc in the next st) repeat to end. 18sts.
Round 6: (dc in the first 5sts, 2dc in the next st) repeat to end. 21sts.
Round 7: (dc in the first 6sts, 2dc in the next st) repeat to end. 24sts.
Round 8: (dc in the first 7sts, 2dc in the next st) repeat to end. 27sts.
Round 9: (dc in the first 8sts, 2dc in the next st) repeat to end. 30sts.
Round 10: (dc in the first 9sts, 2dc in the next st) repeat to end. 33sts.
Round 11: (dc in the first 10sts, 2dc in the next st) repeat to end. 36sts.
Rounds 12-17: dc in each st to the end. 36sts.
Round 18: (dc2tog, dc in the next 10sts) repeat to end. 33sts.
Round 19: (dc2tog, dc in the next 9sts) repeat to end. 30sts.
Round 20: (dc2tog, dc in the next 8sts) repeat to end. 27sts.
Round 21: (dc2tog, dc in the next 7sts) repeat to end. 24sts.
Round 22: (dc2tog, dc in the next 6sts) repeat to end. 21sts.
Round 23: (dc2tog, dc in the next 5sts) repeat to end. 18sts.
Fasten off. Press each ear flat, then sew into position at the top of the head. Weave in and cut off any loose ends.



Muzzle

Make 1 using Terracotta using a 3mm hook.
Ch 5.
Round 1: dc in second ch from hook, dc in next two sts, 3dc in last ch st, turn and work along the back of the ch, dc in 2sts, 2dc in last st. 10sts.
Round 2: (dc in the first st, 2dc in the next st) repeat to end. 15sts.
Round 3: (dc in next 2dc, 2dc in the next st) repeat to end. 20sts.
Round 4: (dc in next 3dc, 2dc in the next st) repeat to end. 25sts.
Round 5: (dc in next 4dc, 2dc in the next st) repeat to end. 30sts.
Rounds 6-9: dc in each st to end. 30sts.
Now work changes from in the round to rows back and forth to form the panel between the eyes.
Row 1: dc in the first 10sts. 10sts.
Rows 2-9: ch 1 turn, dc2tog, dc in each st to end. 1st at the end of row 9.
Fasten off. Stuff the muzzle and sew in place on the dog's head. Weave in and cut off any loose ends.

Tail

Make 1 in Terracotta using a 3mm hook.
Make a magic ring and work 6dc into the ring. 6sts.
Round 1: (dc in the first st, 2dc in the next st) repeat to end. 9sts.
Rounds 2-13: dc in each st to the end. 9sts.
Fasten off. Stuff with a pipe cleaner, cut to size and sew in place on the body of the dog.
To make the face, cut a small triangle of brown felt for the nose and glue in place between the eyes. Use black embroidery thread and long straight stitches to make the mouth.
Tie a red gingham ribbon around the neck and fasten with a bow.

Hat

Alternate 2 rows in Azur and 2 rows in Passion, using a 3mm hook.

ABBREVIATIONS

ch	chain
dc	double crochet
dc2tog	double crochet the next two stitches together
sl ss	slip stitch
st/sts	stitch/stitches
tr	treble crochet

Make a magic ring and work 4dc into the ring. 4sts.
Round 1: (dc in the first st, 2dc in the next st) repeat to end. 6sts.
Round 2: (dc in the first 2sts, 2dc in the next st) repeat to end. 8sts.
Round 3: (dc in the first 3sts, 2dc in the next st) repeat to end. 10sts.
Round 4: (dc in the first 4sts, 2dc in the next st) repeat to end. 12sts.
Round 5: (dc in the first 5sts, 2dc in the next st) repeat to end. 14sts.
Round 6: (dc in the first 6sts, 2dc in the next st) repeat to end. 16sts.
Round 7: (dc in the first 11sts, 2dc in the next st) repeat to end. 18sts.
Fasten off. Sew or glue a pom-pom to the top and sew some fluffy yarn around the edge to create the trim. Thread a length of yarn through the bottom of the hat and tie around the head.

Basket

Make 1 in Siena.
Using a 3.5mm hook make a magic ring and work 6dc into the ring. 6sts.
Round 1: 2dc into 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.
Round 4: (dc in the first 3sts, 2dc in the next st) repeat to end. 30sts.
Round 5: (dc in the first 4sts, 2dc in the next st) repeat to end. 36sts.
Round 6: (dc in the first 5sts, 2dc in the next st) repeat to end. 42sts.
Round 7: (dc in the first 6sts, 2dc in the next st) repeat to end. 48sts.
Round 8: (dc in the first 7sts, 2dc in the next st) repeat to end. 54sts.
Round 9: (dc in the first 8sts, 2dc in the next st) repeat to end. 60sts.
Round 10: (dc in the first 9sts, 2dc in the next st) repeat to end. 66sts.
Round 11: (dc in the first 10sts, 2dc in the next st) repeat to end. 72sts.
Round 12: (dc in the first 11sts, 2dc in the next st) repeat to end. 78sts.
Now work changes from in the round to rows back and forth.
Row 1: ch 2, tr in the next 66sts. 66sts.
Rows 2-3: ch2, turn, tr in each st to end.
Fasten off and weave in any loose ends

Heart

Start at the top and make 2 pieces that are then joined together and then worked in one piece.
Make 1 in Passion using a 3.5mm hook.
Make a magic ring and work 6dc into it. 6sts.
Round 1: 2dc into 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 each st. 18sts.
Cut the yarn and leave working loop on a stitch holder.
Repeat the instructions for the first circle so you have 2 circles but leave the second circle on your hook and do not cut the yarn.
Join the circles
Round 4: Put the working loop from the first circle on your hook and, using both loops, dc in the next st on the first circle, dc in each of the 16sts of the first circle, continue on the second circle and dc in each of the 17sts. 35sts.
Round 5: 2dc in the first st, dc in each st to the end. 36sts.
Round 6: (dc2tog, dc in next 7sts) repeat to end. 32sts.
Round 7: (dc2tog, dc in next 6sts) repeat to end. 28sts.
Round 8: (dc2tog, dc in next 5sts) repeat to end. 24sts.
Round 9: (dc2tog, dc in next 6sts) repeat to end. 21sts.
Round 10: (dc2tog, dc in next 5sts) repeat to end. 18sts.
Round 11: (dc2tog, dc in next 4sts) repeat to end. 15sts.
* Stuff the heart now*.
Round 12: (dc2tog, dc in next 3sts) repeat to end. 12sts.
Round 13: (dc2tog, dc in next 2sts) repeat to end. 9sts.
Round 14: (dc2tog, dc in next st) repeat to end. 6sts.
Finish stuffing the heart now.
Cut the yarn leaving a long tail and pull through loop to secure.
Thread the cut yarn onto a wool needle and weave through the last 6 stitches, pull the yarn to close the hole at the bottom of the heart, weave in yarn to secure and cut off any loose ends.

Blanket

Make 1 in Azur using a 3.5mm hook.



Ch 4, sl st to form a ring.
Round 1: Ch 2 (counts as first tr), 2tr into the ring, (ch2, 3tr into the ring) three times, ch 2, sl st to join. 12sts. 4ch spaces.
Round 2: Ch2 (counts as first tr), turn and work in the opposite direction, 2tr, ch2, 3tr in the next ch space, (3tr, ch2, 3tr) in each chain space around, sl st to join. 24sts. 4ch spaces in the corners.
This forms the basis of your granny square. Keep going around the square in this fashion so that you have a cluster of 3tr between each st and a 3tr, ch2, 3tr in each corner until your blanket is the size required.
Fasten off and weave in any loose ends.

Bone

Make 2 in Nacar using a 3.5mm hook.
Make a magic ring and work 6dc into it. 6sts.
Round 1: 2dc into each st to the end. 12sts.
Rounds 2-4: dc in each st to end.
Repeat the instructions for the first cup so that you have two cups, but leave the second cup on your hook and do not cut yarn.
Join the circles.
Round 5: Put the working loop from the first cup on your hook and, using both loops, dc in the next st on the first circle, dc in 10sts of the first circle, continue on the second circle, skip the first 2sts and dc in the last 10. 20sts.
Rounds 6-7: dc2tog, dc in each st to the end. 18sts.
Rounds 8-10: dc in each stitch to end.
Fasten off.
Make the other half of the bone in the same way, then place toy stuffing between the two pieces and sew together. Weave in and cut off any loose ends, to finish.

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"My craft boxes sell out in hours!"

Leona Thrift-ola has been running craft businesses for years, but her latest venture Lucky Dip Club is proving an instant crafty hit... **By Karen Dunn**

From her little first floor flat in uber-cool Hackney, Leona 'Thrift-ola' Baker is putting the final touches to her latest Lucky Dip Craft Boxes ready to post out to customers all over the UK.

The concept is simple: each month subscribers sign up for one of the boxes, knowing only what the theme will be (last month it was 'Circus'), then, if you're lucky enough to get one, you receive a box of delights including personalised products and little craft kits each month.

Subscription boxes have been a huge hit in America, but in the UK, Leona is ahead of the trend with her unique and quirky handmade creations. Leona has learnt her business skills on the go and has quite a following on social media. As we admire all the vintage paraphernalia squeezed into her flat, Leona tells us all about how she came up with the idea of Lucky Dip Club and how she's stunned at its overnight success.

"The night before the Lucky Dip Club boxes go on sale each month I feel sick. I'm always certain that they won't sell or that the website will crash. So far it's exceeded all my expectations, but I think it's because I'm much more cautious this time around, having experienced the ups and downs of running a handmade business before.

My first job was assisting the stylist Kenny Ho customising costumes for the Spice Girls' backing dancers. I styled for a few music magazines, but I really wanted to run my own business, so I started customising clothes and making jewellery which I sold at Portobello Market. In 2002 I set up my own label – Lady Luck Rules OK – and opened a shop, Superette, in Shoreditch. At the same time I opened my first ecommerce website and was selling upcycled vintage finds and creating enamel pieces. We were featured in lots of fashion magazines and so the business grew very quickly.

> "My first job was customising costumes for the Spice Girls' backing dancers"

I probably took on too much, to be honest – I was getting up at 5am to sell at Camden and Spitalfields markets, running the shop and website and making all the stock. Holidays were a distant memory!

We had an amazing five years, but gradually the rest of the world caught up with us, and I decided it was time for a change. I've always been obsessed with vintage so I set up a blog and went off travelling the world looking for vintage gems to sell on. I went from the biggest flea markets in Amsterdam to enormous dead stock warehouses in America's Midwest searching through hundreds of boxes for unwanted kitsch. I had an amazing time, and selling my wares funded my travels until it was time to return home.

I'd never had a 9am-5pm job, so decided to take a marketing role for a vintage clothes company. However, running a business is in my blood and after a year I needed to be making and selling for myself again. I knew I wanted to run an online business and that it had to be about craft and vintage, as they are the things I am most passionate about. I looked back at all the things I'd ever made and realised that the most successful thing I'd sold was colour-themed jewellery Lucky Dip bags.

Subscription boxes are massively popular in the US and are gaining in popularity across Europe, but it was a relatively new idea here in the UK. I did my homework to check nobody else was doing it, then quickly snapped up the URL and signed up for all the social media sites. It was the first time in ages that I had that tingling feeling you get when you know you've had a good idea and realise it might just work.

I wanted to get this right, so I wrote a business plan including ideas for the first 12 months of boxes to make sure I could sustain it. Rather than just being craft supplies, I wanted to be able to include jewellery, stationery and homewares that I'd designed, a personalised product for each subscriber and one small craft kit.

PHOTOS: UNP/Teri Pengilley







Clockwise from top left: running her business from the comfort of her own home allows Leona to keep production costs low; Lucky Dip boxes are filled with themed treats; you can also buy Leona's vintage, kitsch finds on her online shop; Leona's obsession with cats is a prominent theme; a passion for craft means there's something to make in each Lucky Dip







Clockwise from top left: Leona's workspace is filled with vintage treasures; her attention to detail means even the twine that wraps the kits perfectly fits the theme; Leona assembles every kit herself

Leona's top three craft tips

Plan ahead

Have a clear vision and write a business plan so you know how you will sustain and grow your business. Be honest and look at your idea from every angle to spot any flaws. I am obsessed with excel documents and use my calculator more than anything else.

Cash-flow is king

Don't try and run before you can walk and always make sure you price your makes correctly. I learnt that having a shop and workshop isn't always necessary. If you can work from home, then do it to keep overheads low.

Be active online and get bloggers on board

I was lucky that I already had a social media presence and a mailing list from my previous business, but having said that building up an Instagram account solely for Lucky Dip Club has proved invaluable. I use Twitter and Facebook, but find Instagram is the best for my product. I also sent boxes to bloggers that I thought would appreciate Lucky Dip Club which has helped to build followers – although remember, they'll only feature a product if they genuinely like it and you have to target it right.

I was lucky enough to qualify for a small start-up loan which got me started. I decided to begin with 100 boxes, each filled with items with a retail value of £40, which I would sell for £15, and I planned to grow by 50 boxes each month. However, when the first 100 boxes sold out in just a day I realised that it was going to grow a lot quicker than I expected! I'd had a very clear vision from day one and to know that other people liked what I was doing was amazing – especially as I wouldn't put anything in a box that I wouldn't use myself.

The last set of boxes sold out in just three hours and I'm now up to 600 boxes a month. I'll never sell more than 1,000 boxes a month as it's important to maintain the handmade and personalised touch that I believe sets it apart from other subscription services. Taking the last load of boxes to the Post Office was a bit mental. I had to hire an eight-seater taxi and rope my boyfriend into helping, but luckily the Post Office will now pick up from us.

I love the fact that I can run my business from my lounge, although as it grows I will need to move somewhere larger, and

> "It's important to maintain the handmade, personal touch that sets me apart from the rest"

I'm looking to employ homeworkers who can help me make the products. So far I've made, wrapped, packed and cut every single length of twine that goes into my boxes – and I've absolutely loved it!

I've got big plans for next year, so am working to make sure I am at least six months ahead with designing the boxes.

2014 was a crazy year to say the least, but I can honestly say I've loved every minute. I'm an Instagram addict and social media has been an integral part of growing my business – I've made some amazing friends through it, too. I was a lot more cautious when starting this business, but everything I learned from the businesses I've run before makes me so thankful for the success that Lucky Dip Club is achieving – I can't wait to see what the future holds.



For more information on Leona and how you can subscribe to her amazing Lucky Dip Club, visit **luckydipclub.com** or follow Leona at **instagram.com/luckydipclub**

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30-minute make

Succulents are all the rage right now – plant them in vintage china and they'll be everyone's cup of tea! **By Marie Parry**



1 As the teacups don't have holes in the bottom, you will need to create a drainage layer to prevent damage to the roots of the plants. You can use gravel for this, or bits of broken terracotta plant pots.

2 Add a thin layer of charcoal on top of the drainage layer to keep the soil fresh. Now add a layer of compost, deep enough so that you can make a hole in which to plant your plants.

3 Plant the succulents or cacti into the teacup; add soil to secure them in place, then water. Plant them in a random formation, so you have plants of different colours, heights and textures next to one another.

4 Use a teaspoon to add a layer of gravel evenly over the top of the soil. Use a make-up brush or a small paintbrush to brush away any stray specks of soil from the leaves of the plants for a neat finish.

TOP TIP

Include care tips for your customers, like succulents and cacti like lots of light and very little water

INFORMATION

Materials

* Vintage-style tea cups and saucers with a 10cm (4in) diameter at the top
* Potting compost
* Activated charcoal
* A variety of succulents and cacti in different colours and shapes
* Gravel

Skill level: Easy







Happy hoodie

Add a little luxury to your look with this incredibly soft, hooded scarf made with new, alpaca-packed Drops Air yarn. **By Rhian Drinkwater**

INFORMATION

Materials
* 5 x 50g balls of Drops Air in Wheat (shade 02)
* 5mm (UK 6, US 8) knitting needles
* Tapestry needle

Size: 23 x 168cm (9 x 66¼in)
Skill level: Moderate
Tension: 19sts and 27 rows to 10 x 10cm (4 x 4in) over check pattern using 5mm (UK 6, US 8) knitting needles

Our fashionable hooded scarf will be snapped up by girls who love to accessorise. As well as keeping them toasty on crisp winter mornings, they'll love the simple yet stylish cable pattern that flows smoothly up one side and is then seamlessly mirrored down the other. Worked in a super-soft alpaca blend yarn it'll be a pleasure to knit as well as to wear.

ABBREVIATIONS

c6l	(cable 6 left) slip next 3sts onto a cable needle and hold in front, K3 from left needle, K3 from cable needle
c6r	(cable 6 right) slip next 3sts onto a cable needle and hold to back, K3 from left needle, K3 from cable needle
K	knit
P	purl
st(s)	stitch(es)

How to knit the hooded scarf

SCARF

Cast on 54sts.
Row 1 (RS): K2, P1, K9, P1, (K2, P2) seven times, P1, K9, P1, K2.
Row 2 (WS): K3, P9, K1, (K2, P2) seven times, K1, P9, K3.
Row 3: K2, P1, c6r, K3, P1, (P2, K2) seven times, P1, c6r, K3, P1, K2.
Row 4: K3, P9, K1, (P2, K2) seven times, K1, P9, K3.
Row 5: K2, P1, K9, P1, (K2, P2) seven times, P1, K9, P1, K2.
Row 6: K3, P9, K1, (K2, P2) seven times, K1, P9, K3.
Row 7: K2, P1, K3, c6l, P1, (P2, K2) seven times, P1, K3, c61, P1, K2.
Row 8: K3, P9, K1, (P2, K2) seven times, K1, P9, K3.
Work these eight rows 29 more times.
Place a stitch marker in first stitch of the last row to mark the mid-point of the scarf.
Row 1: K2, P1, K9, P1, (K2, P2) seven times, P1, K9, P1, K2.
Row 2: K3, P9, K1, (K2, P2) seven times, K1, P9, K3.
Row 3: K2, P1, c6l, K3, P1, (P2, K2) seven times, P1, c6l, K3, P1, K2.
Row 4: K3, P9, K1, (P2, K2) seven times, K1, P9, K3.
Row 5: K2, P1, K9, P1, (K2, P2) seven times, P1, K9, P1, K2.
Row 6: K3, P9, K1, (K2, P2) seven times, K1, P9, K3.
Row 7: K2, P1, K3, c6r, P1, (P2, K2) seven times, P1, K3, c6r, P1, K2.
Row 8: K3, P9, K1, (P2, K2) seven times, K1, P9, K3.
Work these eight rows 29 more times.
Cast off loosely in pattern.

Fold the scarf in half at the stitch marker. On one side of the scarf, seam the two halves of the scarf together, starting at the fold point and working down 24cm (9½in). Weave in all ends, to finish.



TOP TIP

Work the cast-off in pattern to stop the edge curling (K or P each st as if working the next row of the pattern)


We love...
Super-swirly, ice-white frosting!





Lemon meringue cupcakes

Mix up two favourite sweet treats and serve the most delicious bites – our citrus cupcakes will have customers swarming! **By Jess Sharpe**

INGREDIENTS

For the cupcakes:
* 175g (6oz) self-raising flour
* 175g (6oz) room-temperature butter
* 175g (6oz) caster sugar
* 2 tbsp milk
* 2 large eggs
* Zest of one lemon

For the filling and topping:
* 6 tbsp lemon curd
* 2 medium egg whites
* 100g (3½oz) caster sugar
* ¼ tsp cream of tartar
* ¼ tsp salt

Time: 2 hours
Makes: 12 cupcakes
Skill level: Easy

There's nothing like the taste of citrus to remind you of warmer days ahead. And could there be a more delicious combo than the sweet cuteness of a cupcake and the proven scrumptiousness of a traditional lemon meringue pie?

These finger-licking snacks come complete with a scrummy lemon curd filling, which really is the ultimate cakey surprise! What's more, at just 30p per cake to make (and an equally tasty selling price of £1.95) they're bound to entice the most resistant of shoppers to your stand. If you can't bake them on market day morning, whip them up the night before and keep them sealed in a tupperware box for freshness.

How to make the lemon meringue cupcakes

1. Preheat the oven to 180°C/160°C fan/gas mark 4 and line a 12-hole muffin tin with paper cases.

2. Place all the cake ingredients in a bowl and beat with an electric mixer for one to two minutes until the mixture is fluffy and pale in colour. Divide the cake batter between the paper cases and bake in the oven for approximately 20 minutes, until the cakes are risen and golden in colour. Leave the cupcakes to cool in the tin for five minutes then gently transfer to a wire rack to cool completely.

3. Once the cakes are completely cool, cut the tops off, inserting the knife at an angle so each cake is left with a small indentation. Spoon a small amount of lemon curd into each hole.

4. To make the frosting, place the egg whites, sugar, salt and cream of tartar into a heatproof bowl. Set the bowl over a pan of barely simmering water and whisk using a handheld beater for about five minutes, until the frosting is white, shiny and holds its shape when the beater is lifted. Spoon the frosting into a piping bag fitted with a star-shaped nozzle and pipe neat swirls onto the cakes. These cakes are best eaten straight away but will keep in an airtight container for two days if you need to transport them to your venue.



ALLERGY ADVICE When you are selling homemade treats like this collection of cupcakes, make sure you label all products with clear allergy warnings. For best practice make sure you 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**

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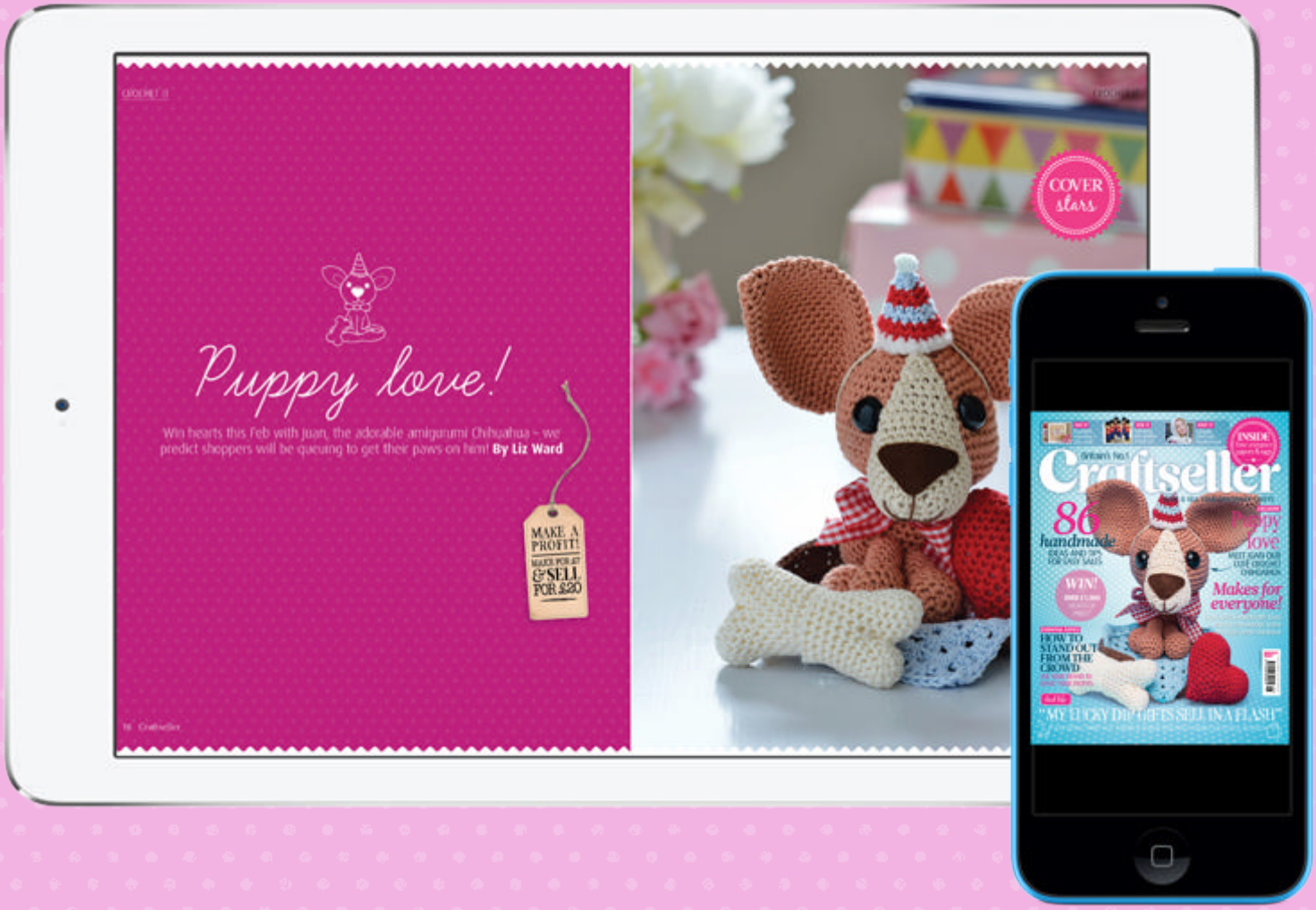
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Make a crafty tenner

Turn old bathroom tiles into cash when you repurpose them into striking coasters and expand your homeware range. **By Claire Watkins**

INFORMATION

Materials

* Patterned paper (wallpaper, origami paper or wrapping paper)
* Pencil
* Scissors
* PVA glue
* Rustoleum Crystal Clear Semi Gloss Finish Spray
* Felt
* Tailor's chalk

Size: 8 x 8cm (3 x 3in)
Skill level: Easy



Create exciting new stock for your shop with our colourful coasters. They're quick and easy to make and with very little outlay, they're perfect for profit. It's much cheaper to bulk-buy, but sample tiles are a great way to try out a shape or colour before you commit to buying a box. We used bright origami papers to add a blast of colour to our coasters, but you can use wallpaper or wrapping papers – just choose something smooth for a neater finish. Sell your coasters in fours or sixes for a better return – why not offer a pick and mix option so shoppers can create their own unique sets?



Tie sets of four with sheer ribbon for a luxe wrap

How to make the tile coasters

1 Use sandpaper to rub away any rough edges from the tile. Lay a piece of patterned paper face down onto your work surface, then place the tile on top. Draw around the tile using pencil. Measure 0.5cm (¼in) inside the pencil line and draw another line going all the way around the tile. Cut out around this inside line.

2 Place the patterned paper on top of the tile, pattern side up; the paper should be slightly smaller than the tile with a small border of tile showing, trim more if needed.

3 Coat the tile with a layer of PVA glue, then stick the patterned paper on top, smoothing out any bumps. Leave to dry for about 30 minutes, then paint the tile and paper with another coat of PVA glue. Leave overnight to dry completely, then spray the tile with clear gloss finish and leave to dry.

4 Place the coaster onto a piece of felt and draw around it with tailor's chalk. Cut out the felt and stick it to the bottom of the tile using PVA glue. Trim away any overhanging felt, to finish.

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Vintage classic

Macramé gets a modern makeover with this retro-luxe belt – it channels a carefree 70s vibe that trend-following customers will love. **By Dorothy Wood**

INFORMATION

Materials

* Patons 100% mercerised cotton, 4ply
* 50 x 6mm wood beads with 1.5mm hole
* Macramé board
* Map pins
* Darning needle
* Small scissors

Size: 2.5 x 130cm (1 x 51¼in)
Skill level: Moderate

Seventies fashion is here to stay, and clothes from this era were all about fun. Our belt is made with a versatile knotting technique that captures the spirit of the decade with a stylish twist that brings this accessory bang up to date.

There are two basic knots in macramé and both are used here. The flat square knot makes the diamond motif and the thick rib that goes diagonally down the belt is worked using a half hitch knot. The pattern is suitable for beginners, although practise working the two knots on shorter lengths of cord before you begin. Choose a firm yarn and check you can get four thicknesses through the beads.

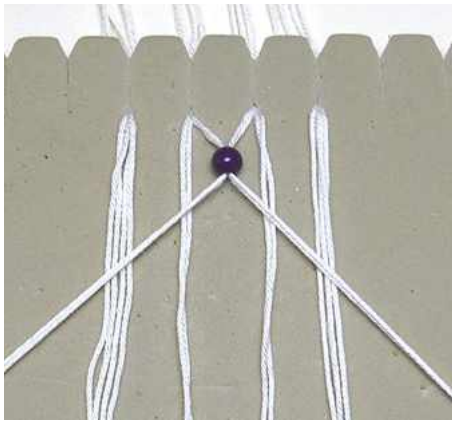




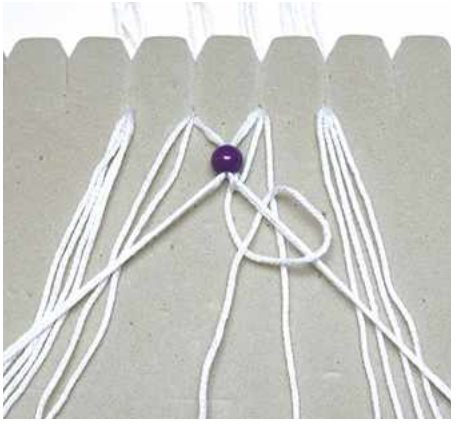
TOP TIP

A macramé board (or foam board that you can pin into) is essential for keeping your work neat

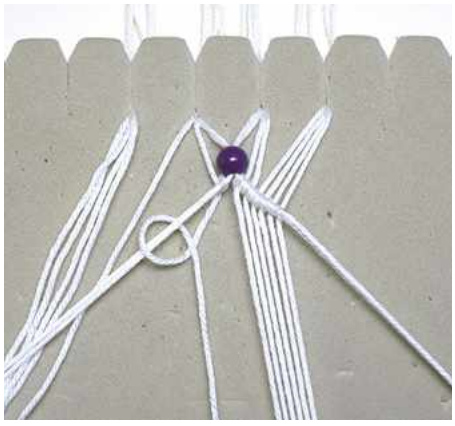
How to make the macramé belt



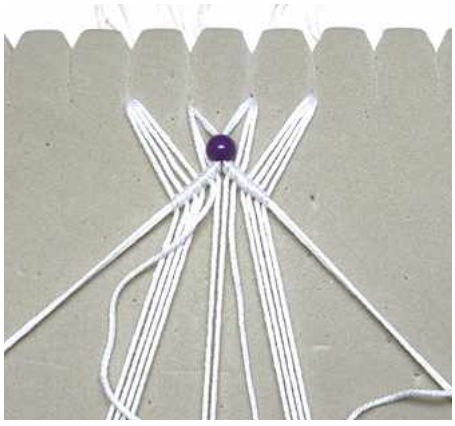
1 Fold 16 x 3.5m lengths of yarn in half to find the middle. Secure four lengths into each of the four middle slots at the top of the macramé board. Thread a bead onto the middle four cords. Separate the cords coming through the bead; tuck two in the side slots so there's a right angle between the cords.



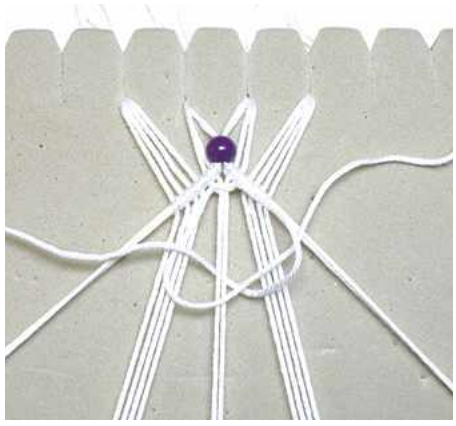
2 Beginning in the middle, take the first right-hand cord under the diagonal cords, over the diagonal and back down on the left side of the vertical cord. Pull taut and then repeat with the same cord to create the half hitch knot. Repeat these two stages with each of the remaining right cords in turn.



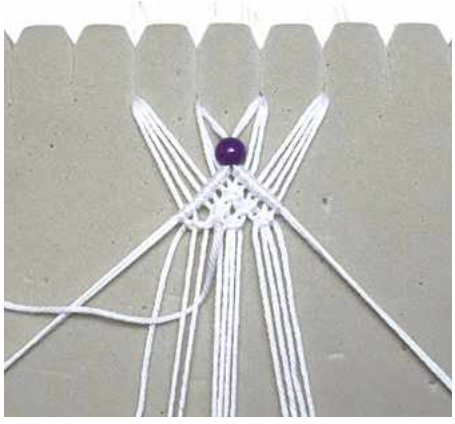
3 Repeat the process on the left, take the cord from under the diagonal cords, place over the diagonal and under again on the right side of the vertical cord. Pull taut and bring the cord around again to complete the knot. Repeat all the way out on each cord on the left side to create two diagonal ribs.



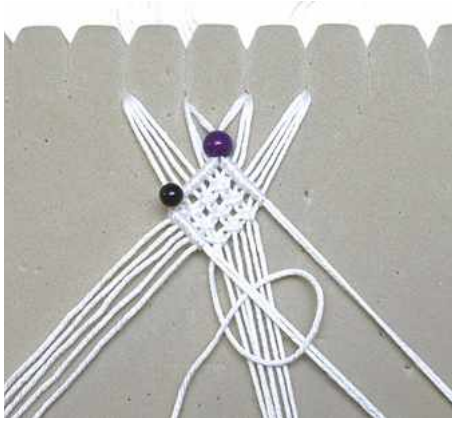
4 To work the square knots: move four cords on each side out of the way. Working on the middle four cords, take the left cord under the two centre 'core cords' and over the right cord. Take the right cord over the two centre 'core cords' and down through the loop on the left.



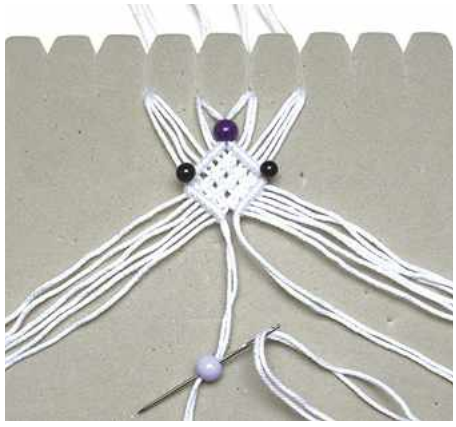
5 To complete the square knot, take the right cord under the two centre 'core cords' and over the left cord. Take the left cord over the two centre 'core cords' and down through the loop on the right.



6 For the second row separate out the middle eight cords and work two square knots side by side. For the third row separate out the middle four cords and work a square knot. Work a square knot on either side too. To complete the diamond shape work a row of two square knots and then a single square knot in the middle.



7 Insert map pins at the end of the rib on each side. Take the left pair of diagonal cords across and tuck into the slot on your macramé board, below the one you originally had on the right. Starting on the outer cords, work half hitches into the middle. Repeat the rib with the right pair of diagonal cords going into a slot on the left.



8 Thread the next colour of bead onto the centre four cords using a darning needle and then repeat from step 2 until the macramé measures half the length required. Turn the belt around and repeat the macramé from the centre bead again. Trim the tails and thread beads onto pairs of threads. Tie each pair of cords with an overhand knot, to finish.

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How to brand YOUR BUSINESS

If your ambitions stretch beyond selling to friends and family, branding can help you carve a niche in the busy handmade market. **By Katie Nicholls**

Creating your branding is one of the most exciting parts of starting a business. It's your opportunity to paint a picture of who you are and what you do and present it to the world in an eye-catching, attention-grabbing way.
Get it right and you can make a real impact, establishing yourself as a unique and memorable presence in your customers' minds. Get it wrong and you run the risk of blending into the background. If this all sounds a bit daunting, then don't panic – we've rounded up some branding pros to help you find your business identity.

Why brand your business?

Close your eyes and think of Cath Kidston. What images does she conjure up? Probably her Rose Bouquet print, or polka dots or cowboys. These are her signature designs and the ones that capture so succinctly her brand concept of modern vintage. According to her official story, when she launched in 1993 "she felt sure that a combination of old and new would resonate with people and so the Cath Kidston design concept of modern vintage was born." Cath Kidston had captured the zeitgeist with this idea and not only does her logo reflect that, but her designs are in keeping with it. Her brand image is both consistent and easily recognised. "The branding of any commercial enterprise is important," says Richard Holman of recycled furniture

Designing a good logo that reflects the style of your products is at the heart of good branding





The word 'branding' applies to a design philosophy, the overall presentation of your work and interests. It's your identity and doesn't need to be corporate

makers and lighting designers, Humblesticks (humblesticks.co.uk). "Your brand is what sets you apart from your competitors."

As well as giving you an identity, the process of branding is also crucial in defining

> "The process of branding is crucial in defining the values of your business"

the core values of your business as well as ensuring a consistent message to customers. David Cooper is director of branding experts Happy Giraffe. "Without knowing your brand values, core messages and key areas of difference, communication becomes disjointed and lacks meaning. Branding is not just designing a logo but exploring who you are, what you say and how you say it."

Branding step-by-step

The process of branding usually starts with writing a mission statement. This short paragraph should define your goals, values and your vision; it outlines your raison d'etre and provides the bedrock not only for branding but for other stages of marketing, such as research, promotion and communications. The mission statement can also be the basis for a 'tagline' – a quick, snappy statement that sums up your business. With your mission statement and tagline in place you can start thinking creatively about a logo. "When your business is design-based it's especially important to have a logo and identity that is well conceived," says Richard Holman. "Once we'd settled on the name Humblesticks, we explored options for our logo. We wanted to create an identity that felt approachable but also suggested the nature of our business."
Toy designer, artist and author Jane Foster (janefoster.co.uk) agrees that the logo needs to reflect you as a maker. "I created a logo that looks a bit like myself with my straight bobbed haircut – my work is mostly one-colour screen prints with a crisp line so this is very suitable. It's also fun and quirky like some of the toys I design."

What's your story?

Another crucial step in branding your business is to build your story. The tale of Julie Deane starting the Cambridge Satchel Company in her kitchen when she couldn't find a school bag for her daughter is handmade business folklore. Cath Kidston also places the story at the heart of her brand. The Rose Bouquet print was inspired by nostalgia for her English country childhood. "People like to know who the person is behind the brand," says Jane Foster. "They like to see how and where the product is made. You're trying to sell a lifestyle as well as a product."

Using your brand

With a mission statement, tagline, logo and an irresistible story in place, you're ready to send your product out to the world with a consistent image and message. Your branding can be used on all your channels of communication from your website, blog and social media to receipts, invoices and emails.

Digging deep to examine the core values of your business, then finding a suitable way to present this visually, will give you and your business confidence and consistency. "Branding can cast artists and designers in a very positive light," says print artist Sarah Hamilton (sarahhamiltonprints.com). "It's about personal creative identity and can be the means to express individualism and imagination and grab people's attention."





1

5 top tips on branding by Sarah Hamilton...

1. Think about what makes your work unique. Use this to help write your mission statement.

2. Tell your story. Describe your influences, background and inspirations. I often use images from my home and studio in publicity.

3. Create a distinctive identity. You need a logo. Excellent visuals are key to developing a vibrant look.

4. Send your newsletters/press releases to your mailing list with a distinctive header and always use your logo.

5. Always present your work beautifully and consistently. A successful brand will lead to sales.



2



3



4



6



5

1 Sarah Hamilton's distinctive designs are consistent throughout her work
2 Artist Jane Foster at work in her studio
3 Playful colours and clean lines are quintessential Jane Foster
4 Humblesticks branding reflects its sharp designs with upcycled materials
5 Jane's logo and designs are fun, quirky and unique
6 Sarah Hamilton's Tray Topple


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What's your sign?

Successful sales could be written in the stars when you make these on-trend hessian bags, with quirky horoscope motifs. **By Durene Jones & Heather Nugent**

INFORMATION

Materials

* 2 x 1m (40in) of strong crochet lace ribbon
* Luxury hessian fabric measuring 34 x 81cm (14 x 36in)
* Cream fabric for lining measuring 34 x 81cm (14 x 36in)
* Four wooden heart-shaped buttons
* 2 x 3cm (2in) lengths of brown Baker's twine
* Cream thread
* 32-count linen evenweave fabric
* DMC stranded cotton

Size: 13 x 16cm (5 x 6¼in)
Skill level: Easy

Everyone knows that a girl can never have too many bags, and these cute hessian pockets are just the right size for purses, keys and lipstick, and just the right price point to make them the perfect present. Personalised gifts are always popular, so decorate the front of them with our quirky cross stitch zodiac signs, then market them as birthday gifts and you'll be on to a winner. It's the extra little touches that will make you really stand out as a seller, so why not include a printed card with each bag that lists the positive personality traits associated with that star sign? You can make each bag unique by varying the materials you use to make the lining, handle and button fastenings.

How to make the cross stitch hessian bag

1 Stitch your chosen horoscope motif onto 32-count linen evenweave, following the charts on pages 46-47. Cut out the motif, leaving a 0.5cm (¼in) border all around it, then leave to one side.

2 Cut a piece of luxury hessian fabric measuring 15 x 38.5cm (5¾ x 15in) and a piece of cream lining fabric the same size. (These measurements include a 2cm (¾in) seam allowance). Round off the top corners of both the hessian and lining fabric.

3 Position the cross stitch motif centrally, about 6cm (2½in) down from the rounded end of the hessian and pin in place. Machine stitch in place using a zig-zag stitch around all four edges, about 0.5cm (¼in) in from the edge. Create a frayed effect by using a pair of tweezers to gently pull away a couple of strands of thread from around the edge of the evenweave.

4 Measure 11cm (4½in) down from the rounded top of the lining fabric, fold at this point and pin. Machine stitch along the sides to make a pocket, with a rounded flap at the top. Trim away any excess fabric along the two side edges, then repeat this step to make another pocket from hessian fabric.

5 Make two small loops from two lengths of Baker's twine and tack them onto the right side of the lining fabric, positioned about 3cm (1in) in from each side of the rounded top edge.

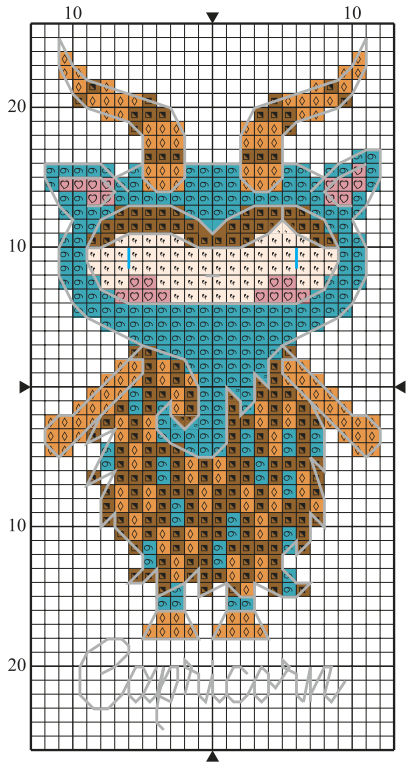
6 Turn the hessian pocket inside out (so the right side is facing out) and insert this inside the lining pocket. Insert the ribbon between the two pockets at either side, to make a handle. Pin at the corners.

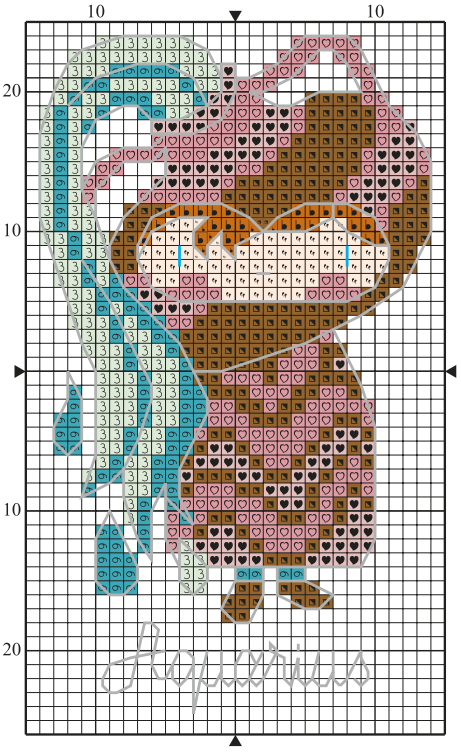
7 Pin the two pockets and sew together leaving a 6cm (2½in) gap along the top front edge. Pull the whole pocket through the gap, turning the lining inside out. Then push the lining piece into the pocket. Sew up the gap.

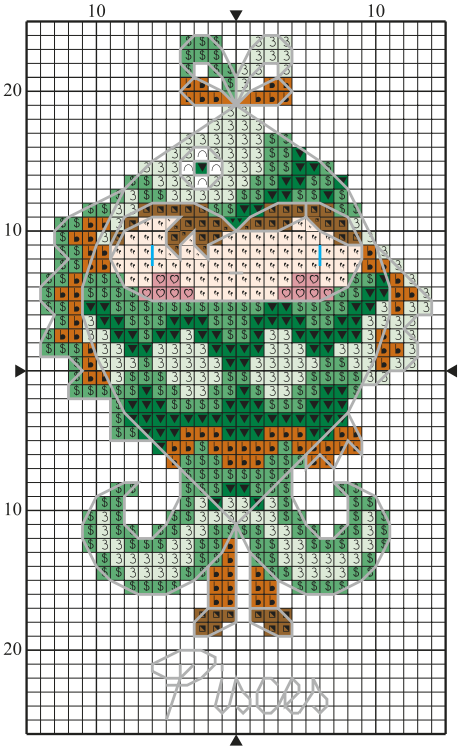
8 Attach buttons, so they line up with the fastening loops. Iron flat, to finish.

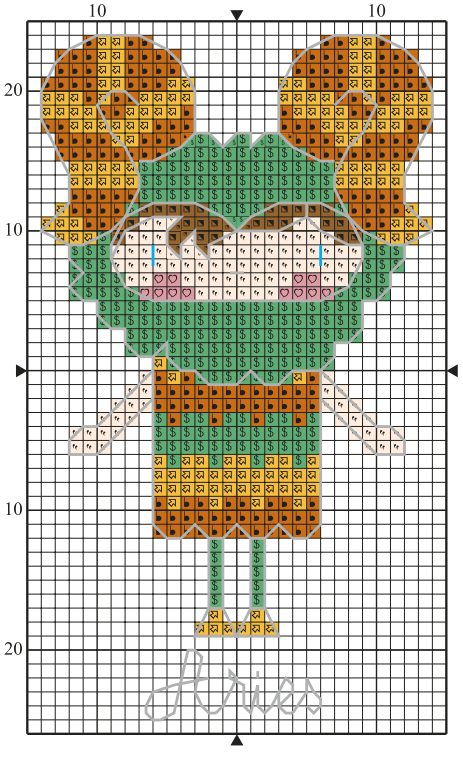


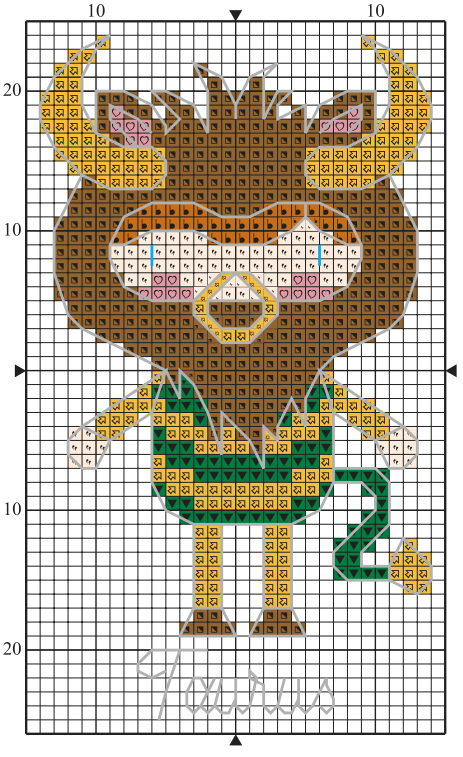
HOROSCOPES CHARTS

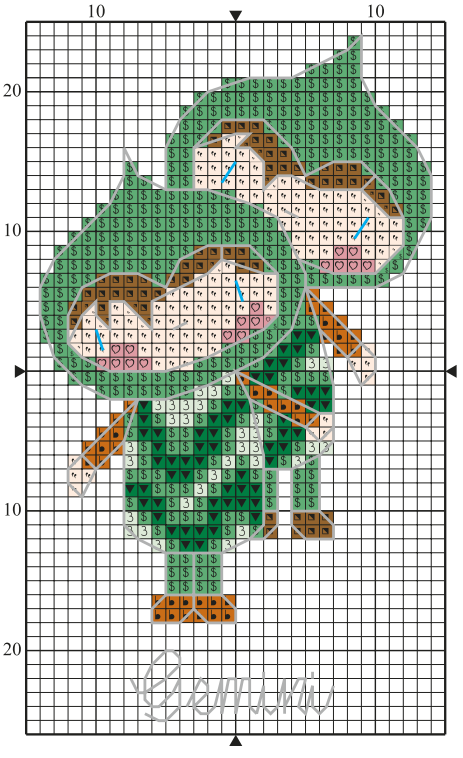


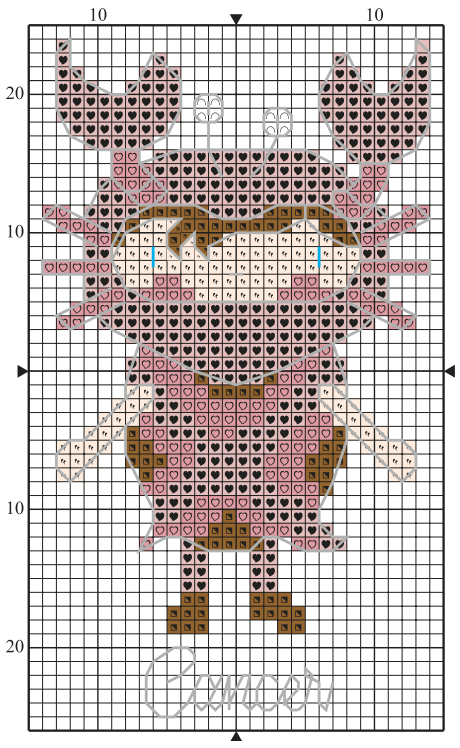


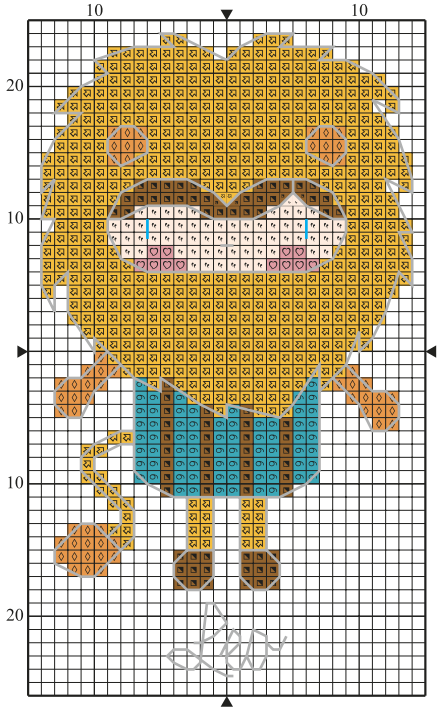


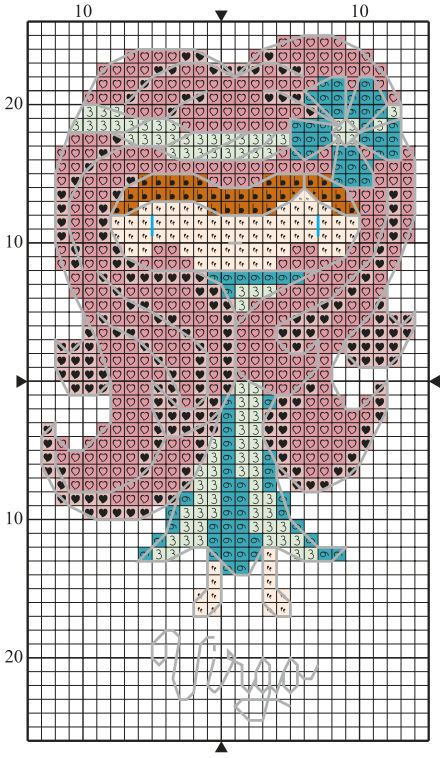


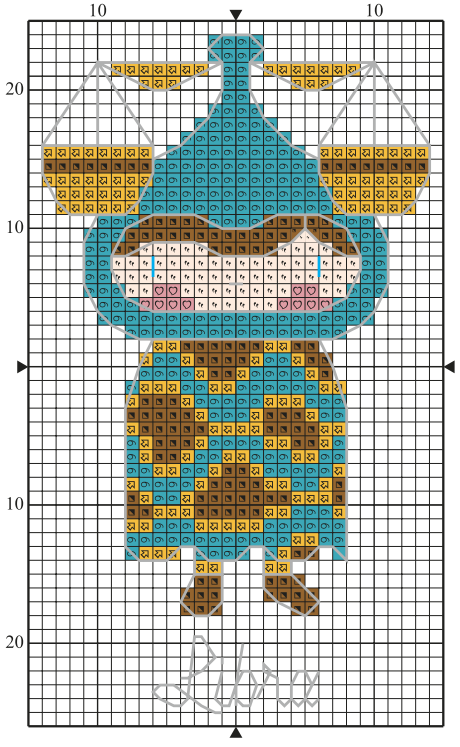


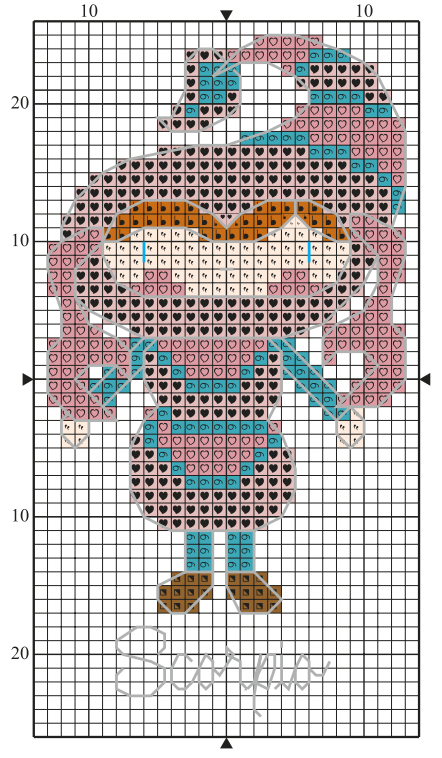


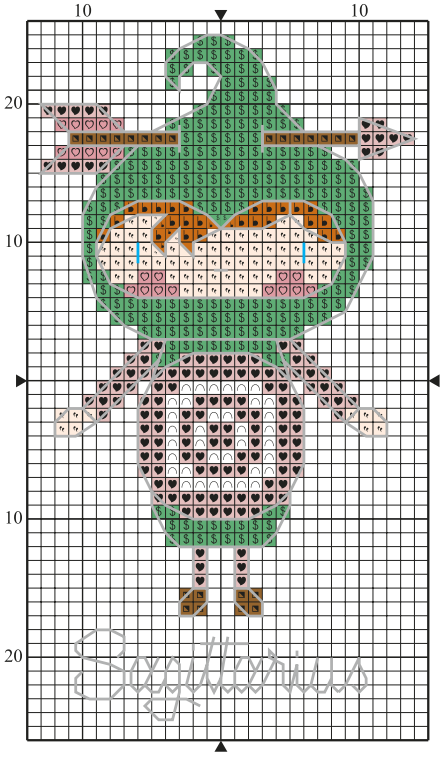












HOROSCOPES KEY

Cross stitch in two strands

	DMC	Anchor	Madeira	Colour
◠	blanc	2	2402	white
◪	420	374	2104	tan
✠	725	305	113	yellow
▼	910	228	1302	dark green
$	912	209	1213	green
3	964	185	1112	light green
♡	3716	25	503	pink
◔	3766	167	1106	turquoise
▫	3770	1009	2314	peach
♥	3832	38	604	dark pink
♭	3853	1003	311	copper
◊	3854	313	114	light copper

Backstitch in one strand

	DMC	Anchor	Madeira	Colour
—	310	403	2400	black

Backstitch in three strands

	DMC	Anchor	Madeira	Colour
—	310	403	2400	black

Maximum stitch count 50 high x 28 wide

Design area 14 HPI (28-count evenweave – 9x5cm (3½x2in)

These designs were stitched using DMC stranded cotton



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True romance

There's lots to love about this month's free papers – use them to make cards your customers will fall head over heels for. **By Jenny Ellory**

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INFORMATION

Materials

* Free *Craftseller* papers
* White card
* Kraft card
* Heart dies and die-cutting machine
* Foam pads
* PVA glue

Skill level: Easy

Hearts & lovebirds

Prepare yourself for a Valentine's Day rush, when you make these gorgeous cards. **By Katina Killey**

Valentine's Day is one of the biggest card buying occasions of the year, and the perfect opportunity to give your bank balance a seasonal boost. Both men and women will love receiving these contemporary designs. With their modern colour-scheme and cool Kraft look they'll really stand out from the swathes of red hearts and cheesy greetings that will be on offer aplenty at this time of year!

Make these cards using your free papers to really see your profits soar. Offer to personalise your designs for a premium price, and make matching gift tags using the patterned hearts layered onto luggage labels for a chance to upsell. When February 14th is over, it's easy to adapt these designs for wedding, anniversary or birthday cards.



Love birds

1. Cut a piece of white card measuring 30 x 15cm (11¾ x 5¾in). Score down the middle and fold in half to make a base card. Cut a piece of green dotty paper measuring 13 x 13cm (5 x 5in), stick to white card, and trim to leave a narrow border. Stick to the centre of the base card.

2. Cut a piece of Kraft card measuring 12 x 12cm (4¾ x 4¾in). Stick to white card and trim to leave a narrow border.

3. Die-cut or cut a heart shape from green dotty paper. Stick to the centre of the Kraft panel using foam pads. Attach a 'Valentine' banner across bottom of heart.

4. Cut out two blue birds and two pink birds from paper and layer together, using foam pads. Cut out extra wings and layer on top, using foam pads. Stick to the sides of the heart frame above the banner.

5. Cut out a large heart and stick to the top of the heart frame. Cut out three different coloured small hearts from a tag and stick to the Kraft panel, below the heart frame, using foam pads. Stick the decorated Kraft panel to the centre of the base card using foam pads, to finish.



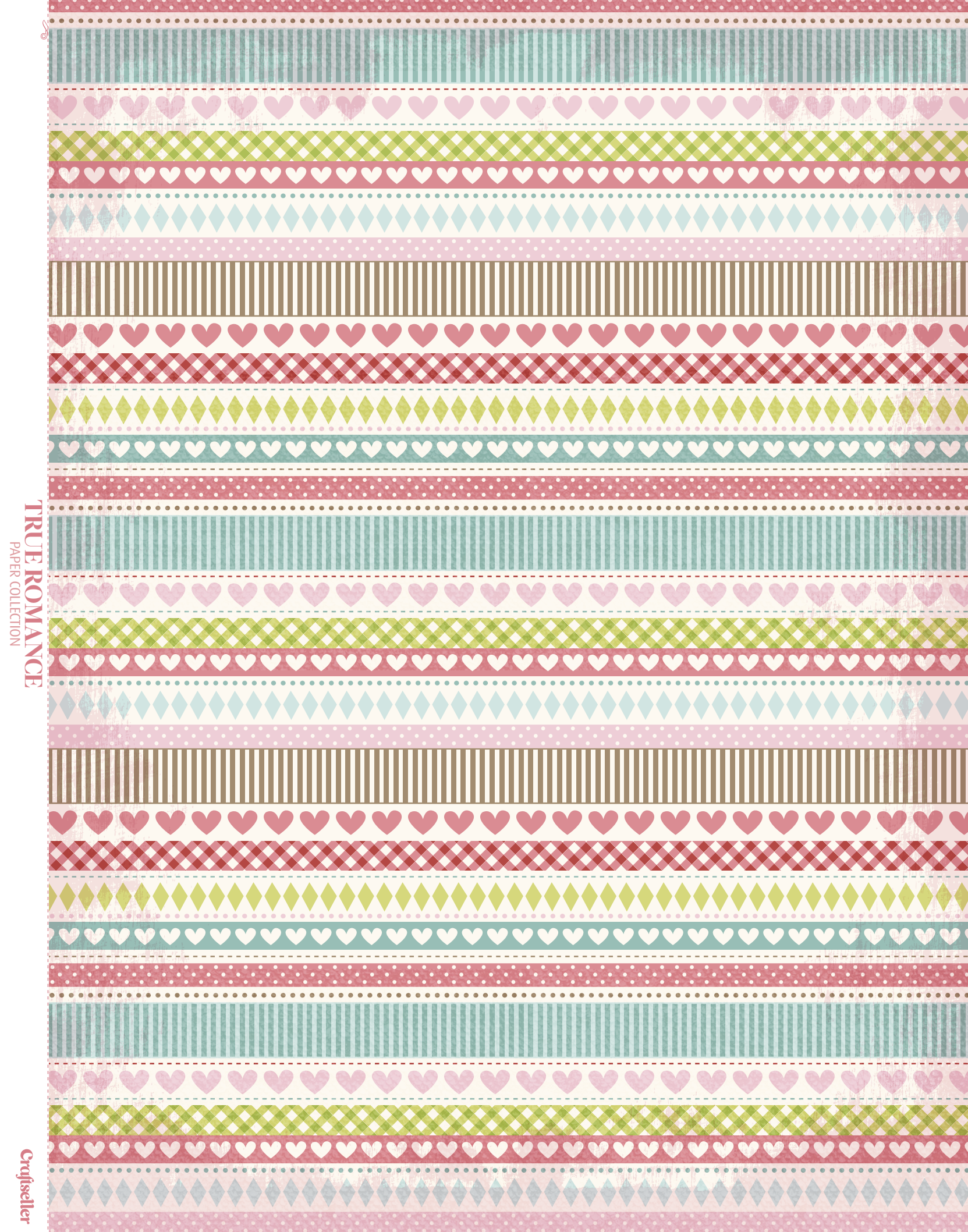
Be my Valentine

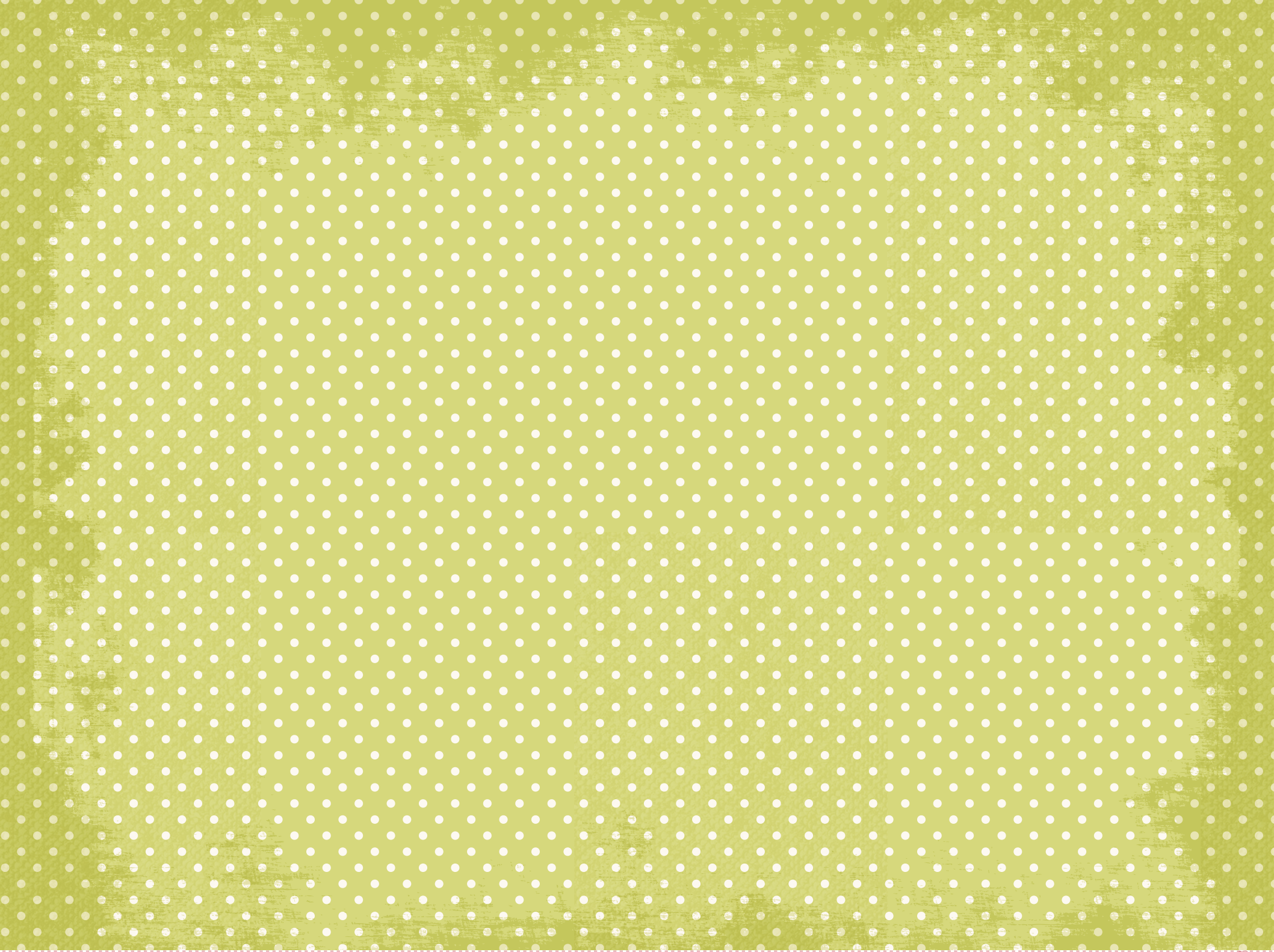
1. Cut a piece of Kraft card measuring 30 x 15cm (11¾ x 5¾in). Score and fold in half to make a base card.

2. Cut a piece of Kraft card measuring 11.5 x 11.5cm (4½ x 4½in). Stick to a 12 x 12cm (4¾ x 4¾in) piece of white card, then stick to the centre of the base card.

3. Cut a piece of white card measuring 10 x 10cm (4 x 4in). Cut out 12 hearts and arrange in four rows of three on the white card; stick in place with foam pads. Stick panel to the centre of the base card.

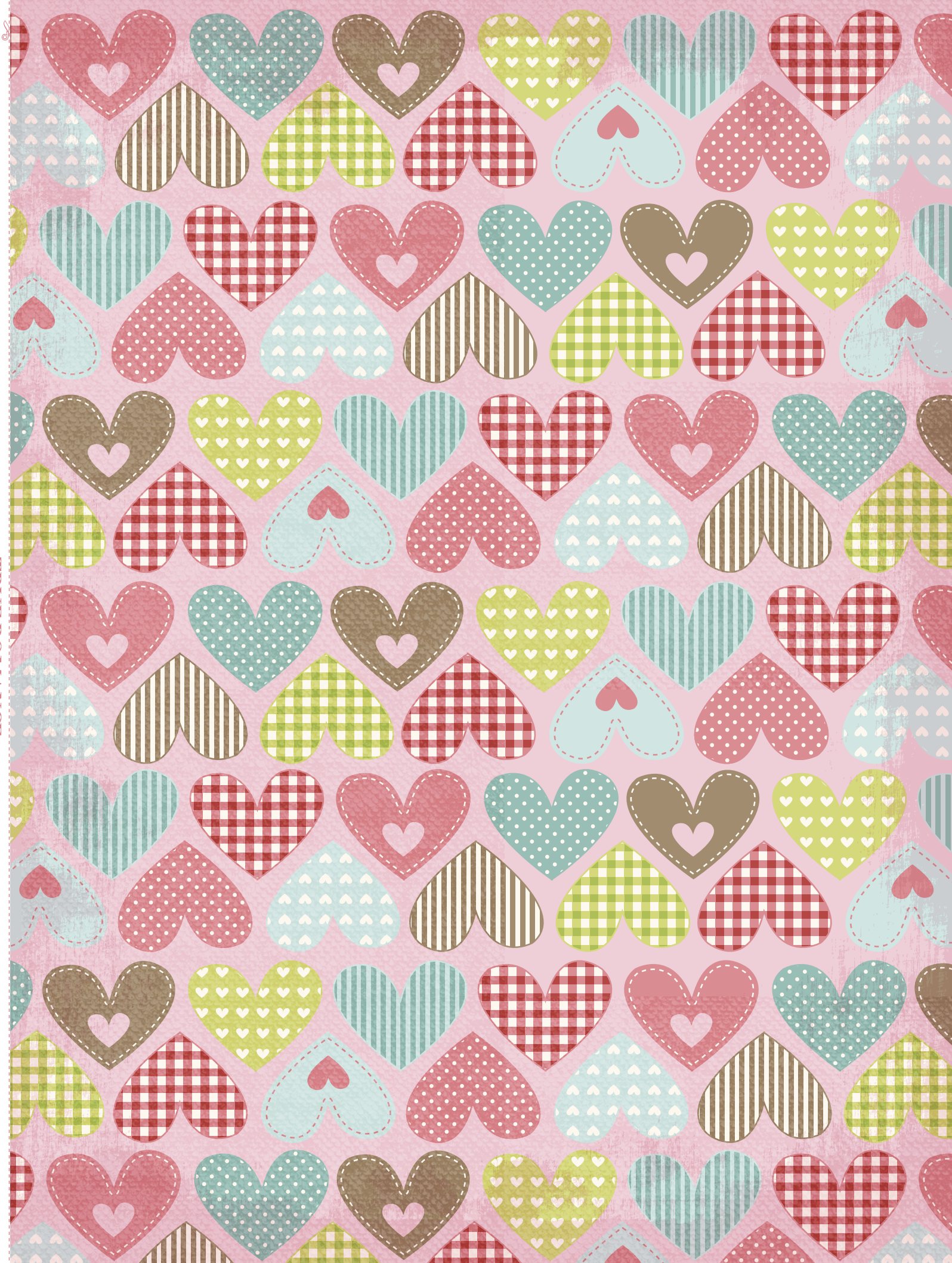
4. Cut out a 'Valentine' banner and stick to the third row of hearts, to finish.

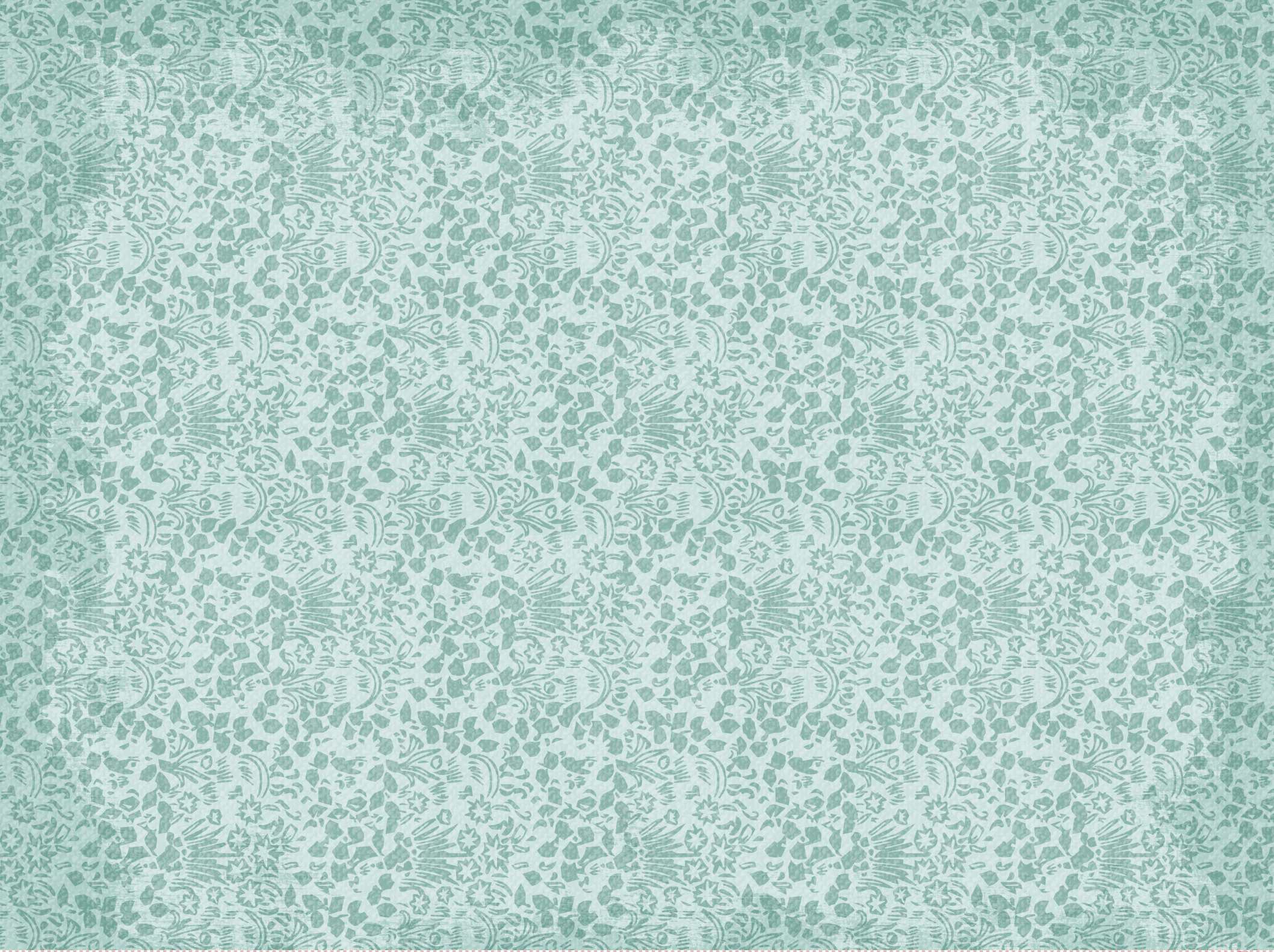

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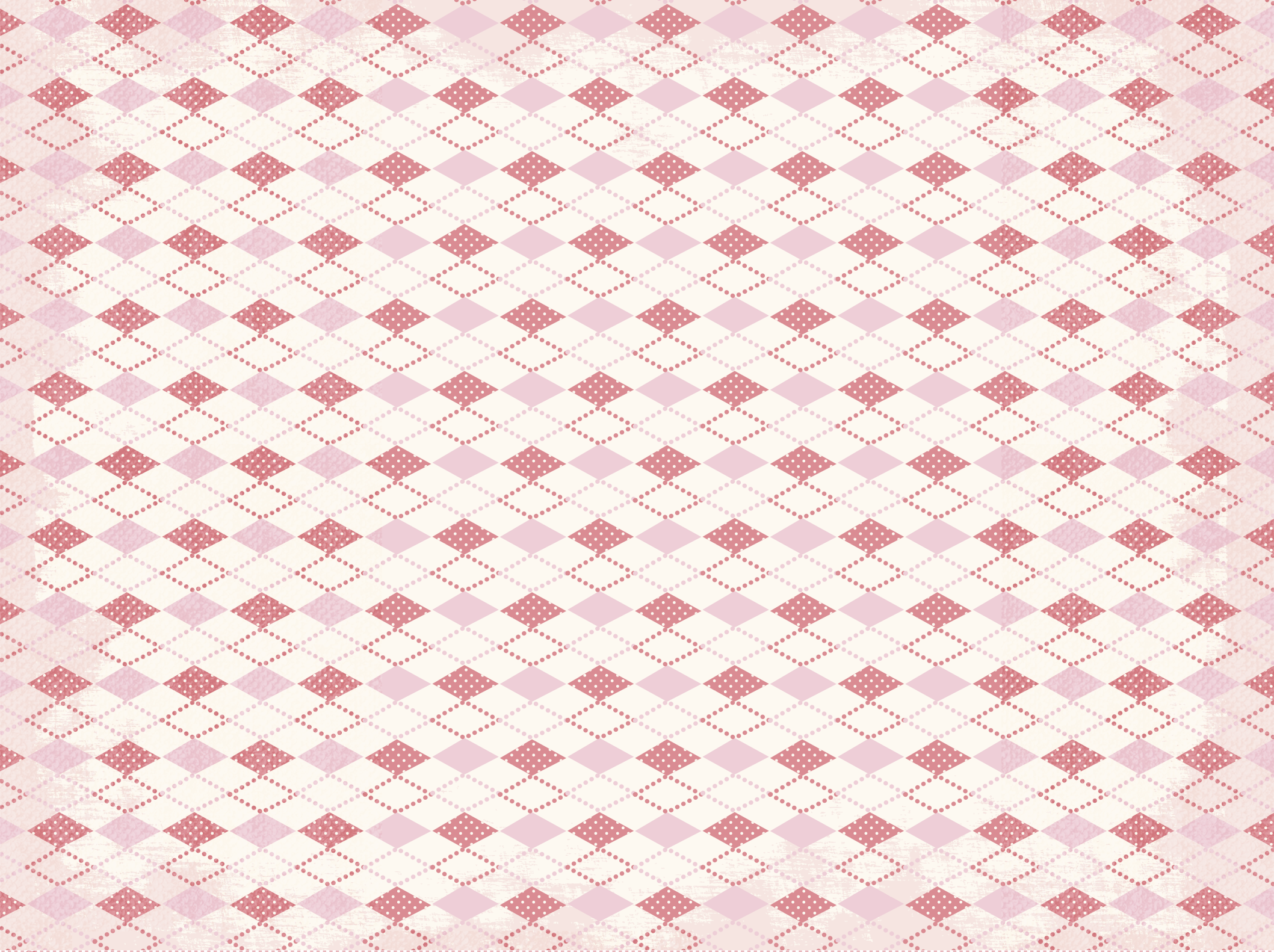



TRUE ROMANCE
PAPER COLLECTION
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Craftseller does Cardiff

We take a trip to Cardiff and find a vibrant capital city with a culture rich in crafts. **By Catriona Burns**



Find traditional makes with a modern twist

Welsh sayings give an original twist to makes



There's a whole treasure trove of goodies to be found





Pick up some unique jewellery at the Roath Craft market





Local crafters Shirley Price and Margaret Thomas

We ♥ Cardiff!

There's a rumbling ruckus rambling through the streets of Cardiff and the building excitement is not just for the impending rugby match. The Welsh capital is steadfastly gaining a reputation as a capital of culture and its crafters and makers are proudly taking their place as one of the culture club's big players.

✻ CRAFT CLUB

Craft Folk headline the Cardiff arts and crafts scene. For over a decade, the fair organisers have been criss-crossing the capital, each month setting up their wooden stall shops in a different city location. From jewellery making to cosmetics and pottery to painting, an eclectic trail follows this creative leader that champions a craft and culture combo. If you're a newbie in town, stop by Shirley Prices's stall, Millie's Market, where you'll be taught a few local phrases that are stitched onto her collection of textile makes. Shirley's love of the language is what makes her creations speak. "It's my little part of keeping the Welsh language alive," she says, sending this new girl in town off with a bit of the local lingo. Next door, Trudy Ebsworth-Espie rekindles interest in local literates with a replica mug from a Dylan Thomas poem – one of many ceramic creations that she supplies for city eateries. Small makes like these are here aplenty and this creative clan have token trinkets to suit everyone's taste; it's what keeps the troupe touring. "People really like to buy the small things," says craft seller Jennie Barton. "If you hear a big cheer today, it won't be from the rugby, it'll be because I've sold a clock," she jokes. The wild Welsh lyrical romanticism is alive in Emma Sian Pritchard's bright, bold prints. "Do what's in your heart," she says. "If it comes from the right place, someone will want it." Everything from Craft Folk originates in a collective want to keep culture alive and that, it would appear, is big business.

Fall in love with traditional Welsh arts and crafts





Jennie Barton's small makes sell best; Mimosa Art paintings

ARCADE GEMS

A game of location hopscotch is becoming somewhat of a Cardiffian craft trend: local craft seller Kathryn Brock has been using the pop-up shop phenomenon to target customer footfall. "We need to be wherever people are passing," she says. Today that happens to be in the charming opulence of the High Street Arcade where her assortment of jewellery, cards and homeware is centrally available to swarms of Saturday shoppers. The products are all handmade from Brock's little book of crafters and makers that she's met through years of attending craft fairs. "It's hard to get people to buy handmade," says one of the boutique's suppliers, Jodie Hook. Yet their follow-the-crowd technique gives food for thought in this increasingly tough market.

The glass encased arcade passages reveals more craft gems. Drift along to Crystals and Ice Bead Shop where curtains of multi-coloured jewels and gems cascade the walls painting a rich artistic vision.

CRAFTS WITH HEART

Of course, no crafty heart would be complete without lusting after the nation's most beloved traditional craft, the Welsh love spoon. Amble across from the medieval castle to the Castle Welsh Crafts shop and marvel at rows of handcrafted spoons from esteemed artisans for an authentic helping of local craftmanship with classical charm.

Find more buys with heart in the bohemian Cardiff Fashion Quarter; an emporium of independent stalls selling a range of handmade and vintage goods in a space pulsing with rustic urban cool. The knitwear collection from Graham Kaye's range are all fair trade and made in Nepal where a portion of profits go towards the makers' education. The ethical ethos of handmade is the crux of Kaye's selling success. "People are conscious of where their money's going to," he says.

OUT OF THE CITY

Get away from the hustle and bustle of the centre, and head east to Roath; a small, leafy suburban area that's bubbling with cutesy craft enchantment. It's best to venture out on a Saturday where you'll find the Roath Craft market in full swing in the Mackintosh Community Hall. Its small town feel gives the fair an affectionate familiarity, with the farmers' market outside imbuing the event with a high-end country folk feel.

April craft fairs

Get even craftier this year with these great events in April

EASTER CRAFT AND GARDEN FAIR

4-6 April
Somerley House, Ringwood, Dorset
Kickstart your bank holiday weekend at the Easter Craft and Garden Fair. Buy from a range of craft stalls and enjoy demonstrations from exhibitors in the Georgian splendour of Somerley House. Make a day of it with the refreshments and free children's entertainment on offer.

BRITISH CRAFT TRADE FAIR

12-14 April
Great Yorkshire Showground, Harrogate
The British Craft Trade Fair have been promoting British handmade giftware for over 40 years. With hundreds of makers and a vast range of products that are all unique, handmade pieces from the British Isles, you're bound to pick up a one-of-a-kind piece.

CRAFT IN FOCUS

17-19 April
Kent College, Canterbury
With an unrivalled reputation for showcasing the work of leading crafters, buy from a top-of-the-range selection of textiles, paintings, furniture and more. A traditional craft show with a contemporary twist.



WE WANT TO KNOW ABOUT HANDMADE FAIRS NEAR YOU!
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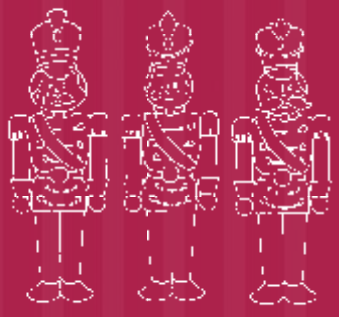
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Mummy makes

Shoppers searching for an extra-special gift will be queuing up for this set of soldier skittles and cannonball. **By Jacqueline Ramsey**





INFORMATION

Materials

* A4 felt sheets: 6 in black, 6 in red, 6 in royal blue, 1 in pale peach and 1 in grey
* 4.5m ivory or white bias binding
* 510g (18oz) rice
* Super-soft toy filling
* Black and fawn thread
* A4 calico or cotton for weight pad

Size: Soldier (height x circumference) – 34 x 24cm (13½ x 9½in)
Ball – 35cm (13½in) circumference
Skill level: Intermediate

Dressed in traditional sentry uniforms, was there ever a smarter set of skittles? They'll stand to attention thanks to the weight at the bottom of each one, then watch them topple with a carefully aimed throw of the cannonball.

Cutting out the pieces

Trousers – cut 2 in royal blue measuring 14 x 11.5cm (5½ x 4½in)
Jacket – cut 2 in red measuring 14 x 11.5cm (5½ x 4½in)
Face – use template on page 103 to cut 1 in pale peach
Helmet – cut 2 in black measuring 14 x 11.5cm (5½ x 4½in)
Boot strips – cut 2 in black measuring 4.5 x 14cm (1¾ x 5½in)
Top and bottom – use circle template on page 103 to cut 2 circles in black
Ball – use circle template on page 103 to cut 6 ball shapes in grey
Weight pad – cut 1 in calico measuring 4.5 x 28cm (1¾ x 11in) and use circle template on page 103 to cut 2 circles in calico.

SAFETY FIRST These skittles are not toys or meant for young children. **Before selling, all toys must be tested to adhere to strict legal guidelines and regulations, which can sometimes apply even if you do not intend to sell them as toys. Visit craft-seller.com for advice or https://www.gov.uk/toy-manufacturers-and-their-responsibilities for more details.**

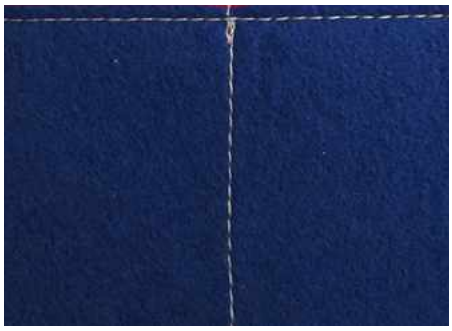
How to make up the skittles



1 How to make the boots
Stitch the short sides of the black boot strips together. Snip around one edge of the strip and pin and tack to one black circle piece, easing the strip to fit the circle. Stitch a 7.5mm seam using a zipper foot. Layer the seam to remove bulk.



2 How to make the weighted pad
Stitch the short ends of the calico strip together. Repeat step 1 for attaching the calico circles to the strip but leave a gap in one seam to allow for filling. Use a funnel to fill the calico pad with rice. Close the opening with secure hand stitching.



3 How to make the trousers
Machine stitch a straight line down the centre of both the front and back trouser pieces using fawn thread.



4 How to make the jacket
On the front of the jacket, position and stitch the bias binding across the body, side seam to side seam, to form a cross. Repeat on the back jacket piece.



5 Attach the jacket section to the trouser section, overlapping the edges by 7.5mm. Machine stitch together using fawn thread. Top stitch a parallel line 7.5mm lower down the trousers.



6 How to make the face
Using the photograph as a guide for positioning, tailor tack the chin onto the face. Turn the face over and machine stitch along the tacking lines in black thread. Stitch eyes, nose and mouth in black using the backstitch lever to go over the stitching a few times.

STEPS PHOTOGRAPHY: Jacqueline Ramsey



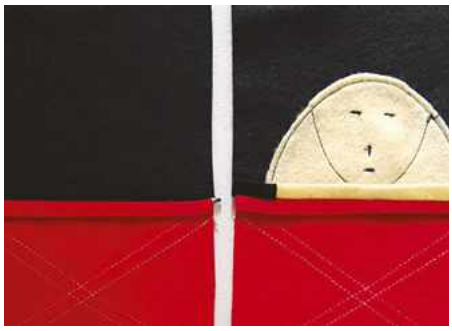
7 Attach the face to the helmet by placing the face shapes, wrong sides together, onto the helmet and stitching around the top edge.



8 Turn to the wrong side and carefully trim away the black felt close to the stitching to reveal the face.



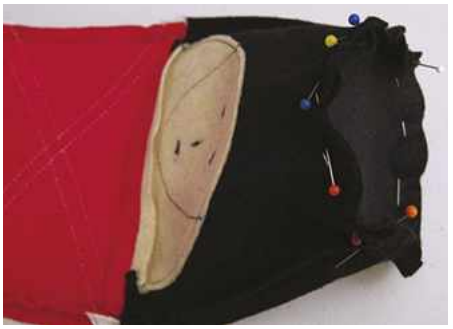
9 To stitch the soldier sections together, with right sides facing, machine stitch the face and hat to the jacket/trouser section. Using a steam iron, gently press seams open. Repeat with the back sections.



10 With right sides together, stitch the skittle side seams using a 7.5mm seam allowance. Leave a gap of 7.5cm (3in) on the trouser section of one side seam for stuffing. Gently press seams open with a steam iron.



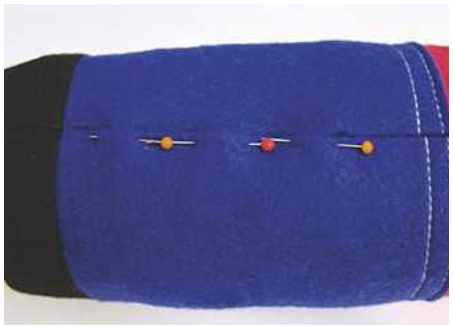
11 Turn the boot section the right way out. Stitch the trousers to the boots, with the right sides together.



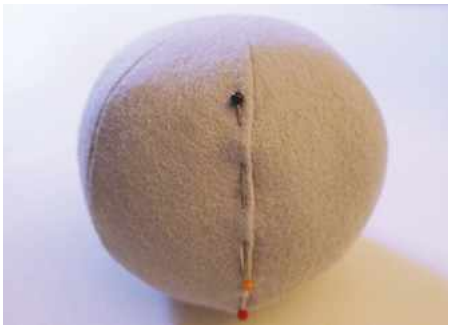
12 Stitch the top circle section to the helmet, clipping the seam allowance and easing in as before in step 1. Turn the skittle the right way around through the gap in the trouser seam allowance.



Think of imaginative ways to package your skittles



13 Insert the weighted pad through the gap in the seam and place at the bottom of the skittle so that it fits snugly. Use toy filling to stuff the skittle evenly throughout. Pin the open seam together and hand stitch securely shut.



14 **How to make the ball**
Machine stitch ball sections together using a 7.5mm seam allowance. Leave a 6cm (2¼in) gap in one seam to allow for stuffing. Stuff ball tightly to fill out. Pin seam together and securely hand-stitch closed.

BLOGGER of the month



Visit craftsonsea.co.uk for grown-up and kids crafty fun

Inspired by a post-baby need to do something for herself Kate Williams dived head first into crafting, blogging and creativity

She calls it an excuse to dodge the washing up, but blogger Kate Williams' passion for creating new things shines through in her gorgeously quirky makes. A stay-at-home mum based in Southend on Sea, she fits in crafting and blogging around her family and loves nothing more than encouraging her children to be creative, too.

CS How long have you been crafting?
KW I started Crafts on Sea nearly three years ago, and that was actually the first bit of crafting I ever did!

CS Did you teach yourself how to make things, or did someone show you how?
KW I'm pretty much self-taught. I've done a couple of two-hour workshops here and there and I took a course in silversmithing, but I'm very much at the level of someone who has the passion and desire to do something but isn't classically trained.

CS How would you describe your crafting style – what defines your makes?
KW My blog is a mixture of things that I've created myself and things that I've made with my kids. When we're making things together my son says he's an artist, so I figure that's a positive thing – he normally only lets me call him Batman!

CS What is your favourite craft?
KW With two small children around I love anything that isn't child-friendly. Crafting gives me the opportunity to do something for myself. Spray cans, hammers and a blow torch are the things that make me smile the most. I also love making stuff for the kids, so there's lots of tag blankets, finger puppets and things for their rooms.

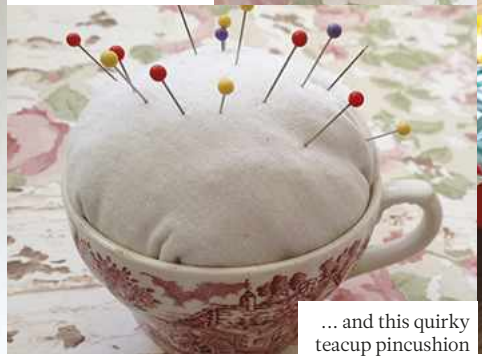
CS When did you decide to start a craft blog and what was your motivation?
KW The blog came about around the same time that I went back to work after having my son. I needed to do something that was just for me, and decided that if I started a



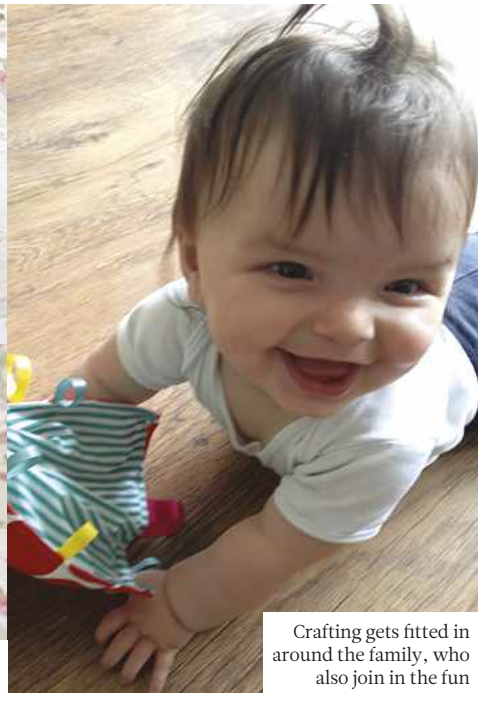
craftsonsea.co.uk is a blog packed with crafty projects



Kate blogs about her unique makes, like this copper bracelet...



... and this quirky teacup pincushion



Crafting gets fitted in around the family, who also join in the fun



Kate is happiest holding a can of spray paint



The blog is full of tutorials so you can have a go yourself



Learning new things makes Kate tick



Kate's makes have seen her shortlisted for blogging awards

crafts blog then I'd be forced into learning how to make things.

CS What's your favourite part of blogging?
KW The best thing is the support I get from fellow bloggers. I have made a few really good friends who have given me

> "Crafting gives me the opportunity to do something for myself"

fantastic advice and support and I'm eternally grateful to them.

CS What would be your advice to anyone considering selling their crafts?
KW Really think about how much your makes are costing you to produce. Your materials, tools, time spent at markets, blogging, photo editing – it all adds up. Charge enough to make it worth your while or you'll soon grow despondent.

CS How do you organise your time?
KW I photograph tutorials for my blog and these have to be done during daylight hours – which is pretty tricky in winter. I make the most of a 45-minute gap when my son is at playgroup and my daughter naps. The ironing never gets done!

CS How does social media affect you?
KW Social media is massive for bloggers and I'm not sure if we could survive without it. I get a lot of my traffic from Pinterest, which is good as I love pinning.

CS How do you keep yourself motivated when a project isn't going to plan?
KW Try not to cry, drink wine, hope for the best. Start again if you have to. And if it still looks awful just cut your losses.

CS What's your funniest crafting moment?
KW A while back I did some work for TescoLiving.com and wanted to use my neighbours' garden for spray painting as the light was better over there. I could tell they thought I'd lost my marbles!

Kate's digital inspiration

Perfect for boosting your craft mojo!

folklings.com is a site that I'm involved in curating along with 14 other bloggers.





picmonkey.com is the best thing ever for people who don't want to pay for Photoshop.

Holly Homer's YouTube channel is a must-visit for any business using social media





Find Kate at **craftsonsea.co.uk,** on Facebook at **facebook.com/CraftsOnSea,** on Twitter **@craftsonsea,** and browse her boards at **pinterest.com/craftsonsea/**

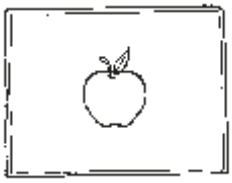
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From junk to funk

Get busy with the spray paints to give an old doormat a new lease of life and clean up at your craft fairs this spring. **By Claire Watkins**

INFORMATION

Materials
* Doormat
* Clear sticky-back plastic
* Craft knife
* Cutting mat
* Marker pen
* Pencil
* Spray paint in green and red
* Masking tape

Size: 60 x 40cm (23½ x 15¾in)
Rating: Easy

Homewares are great sellers at this time of year, as shoppers move into spring cleaning mode and look for simple ways to refresh their homes. This cheery doormat will give a wonderful welcome through any front door, and makes an eye-catching addition to your craft stall. It's really simple to make with spray paints, and by creating a stencil from sticky-back plastic you can cut pretty much any shape you fancy to make each doormat unique.

How to make the doormat

1 Cut a piece of sticky back plastic 3cm (1¼in) bigger than the doormat. Trace the apple template on page 103 onto paper five times and cut out. Using the picture as a guide, position the apples on the back of the sticky-back plastic spacing them out evenly.

2 Draw around each apple template in pencil, then go over the pencil lines with marker pen. Place the plastic right side up onto a cutting mat cut around each apple and leaf using a craft knife.

3 Peel the backing paper off the sticky-back plastic and stick to the mat. (The sticky side should stick to the mat but will be easy to remove). Press around the 'apple holes' of the stencil to prevent any spray leaking under the plastic.

4 Use masking tape to mask off the leaf design so that only the body of the apples are exposed. Place the mat onto an old sheet and spray red paint over the plastic using a sweeping motion (work in a well-ventilated area). Leave to dry for about 30-40 minutes, then repeat.



5 Leave the mat to dry completely, then remove the masking tape from the leaves. Now mask the red apples and leave only the leaves exposed. Use the green spray to colour in the leaves, using a sweeping motion. Leave to dry for 30-40 minutes, then repeat.

6 Leave the mat to dry completely for a few hours, then remove the masking tape and plastic stencil to reveal perfect apple shapes across the doormat.

SHOW US ON FACEBOOK!
If you've enjoyed making this doormat, then post a photo on the *Craftseller* **Facebook** page

FOLLOW US ON TWITTER!
Tweet us your tips and advice, and follow our own tweets **@craftsellermag**

FIND US ON PINTEREST!
We've got loads of crafty inspiration for you to browse at **Pinterest.com/craftseller**

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

* Etsy sales: 46
* Evenings working: 26
* Work reward scheme: 1
* Sewing machines: 0
* Fluffy visitors: 1

DAY 2

When I first joined Facebook to keep in touch with friends and family from far afield, I had no idea what an incredibly powerful and important part of my business life it would become. I've worked out that 80% of my sales are now done via this social networking site. Although I only have a few thousand followers, they have created such a buzz and attracted lots of attention around my handmade monsters and toys. As a result, sales are going through the roof! The only problem I've found, is that selling directly on Facebook is very time-consuming on top of order slots and sending out invoices. I really need a sales platform that would work with my Facebook page, rather than against it. I really don't want a repeat of my website crashing mid-sales like last time!



Erica's started selling her ready-made toys through Etsy

DAY 5

Today, I felt nostalgic for a time when the evening meant a reward for the end of a hard day's work - a leisurely dinner, maybe a glass of wine and watching something enjoyable on TV. This was of course known as the time BC – Before Children. Now, my evenings are spent working as soon as the children are in bed. This is alongside my day job, which is looking after Harry and Lottie, being a housewife and working during nap times and any other spare moment I can grab. However, whenever I start to feel down about it, I remind myself how lucky I am to be able to drop them off and pick them up, plus see school plays and assemblies, and not have the stress of how to cope if they're unwell.

DAY 7

I have been mainly selling my toy noise inserts on Etsy, but I've been wondering whether or not it would be a good platform to try selling my order slots and ready-made toys from. Although there are additional fees to pay, it's one of the cheaper handmade sites to use and has a good reputation. I've worked out some costings and think it would definitely be worth a go.

DAY 9

My main concern with Etsy is whether their inventory system would be able to cope with an influx of visitors all trying to get just a couple of order slots. With this in mind, I decided to start with just my Memory Makes, and four order slots for a few months in advance. I'll see how this goes before progressing to using it for my ready-made market nights and weekends. After setting up my first listings, I was very impressed that all my slots sold with no technical glitches or double sales. This all looks very promising!

DAY 13

As it is almost impossible to get away from work at home, Martin and I have agreed we need to get away for a bit of a break. It's been almost a year since we've had any childfree time, so Martin has booked us into a spa hotel in Bournemouth. I don't feel an ounce of guilt indulging in all this luxury! It's important to reward yourself occasionally – especially if you work for yourself because no-one else is going to.

DAY 17

With Harry and Lottie both settled at their grandparents, we dropped off our suitcase at the hotel and started with a little retail therapy. Browsing, chatting, taking our time... we hardly knew ourselves without the cries of 'I'm bored,' mini-meltdowns or numerous emergency toilet dashes. Once back at the hotel, we visited the spa, complete with a swimming pool, steam room, sauna, aromatherapy and relaxation room. All the stresses and strains of work and home life melted away. I was in heaven.

DAY 22

Harry's primary school has a cuddly class dog called Fudge, and he has come to stay with us for the week. He came along with his own diary so we could record all his activities. Harry took him along to his ballet class and his teacher even sat him on the piano to watch the children dance. However, in the evening there was dog drama when an obsessed Lottie tried to sneak him into her bed for cuddles.

DAY 28

It's the end of an era (sob)! After almost 20 years, my trusty Elna sewing machine is on its way out. I cannot even begin to think how many miles of fabric I've gone through with this baby. But today, after trying to sew some lace onto a doll's skirt, it completely failed to work. I've tried all my usual tricks to get it going again, including wishing really, really hard, sweet talking, coaxing and then a few angry outbursts. Yet despite my best efforts, nothing seems to be working. I've tried to accept that perhaps it's time to buy a new machine. However, in one of my desperate attempts to bring it back to life, I came across a local shop where I can get it serviced. I think it would be useful to keep hold of it as an emergency backup and they do say that the old ones are the best. Yes, I know, I just can't let go!



Erica and Martin enjoy a romantic break away



It's Harry's turn to look after the class cuddly dog, Fudge, for the night





It may be the start of the end for Erica's sewing machine







It's a cover up!

The kimono is enjoying a fashion moment – show you're one step ahead with this chic twist on a boho classic. **By Dorothy Wood**

INFORMATION

Materials

* 1.5m (41½in) of 145cm (57in) wide fabric
* Sewing thread
* Sewing machine
* Dressmaker's chalk
* Dressmaker's shears
* Small sharp scissors

Size: 8-10; 12-14; 14-16
Skill level: Easy

Kimonos are on a roll that shows no sign of slowing, so show fashion-forward customers that you're ahead of the trends with this stylish, statement version. It can be worn casually as a spring jacket or beach cover-up or glammed up with a belt and accessories for a dressier affair.

Kimono was the Japanese word for clothing but is now used specifically for the simple jacket shape garment. Although essentially a 'one size fits all' our delightful floaty version is made entirely from rectangles that can be scaled up or down to suit a range of dress sizes. Choose a soft polyester fabric for your kimono to keep creases at bay, or go for a crisp linen to keep cool on a hot day.



TOP TIP

Keep sleeve hems the same depth as the front binding to give weight and a balanced look to the kimono



How to make the kimono



1 Cut the following pieces of patterned fabric: Back 56; 60; 64 x 70cm (22; 23½; 25¼ x 27¼in). 2 x Front 28; 30; 32 x 70cm (11; 11¾; 12½ x 27¼in). 2 x Sleeves 28; 30; 32 x 60cm (11; 11¾;12½ x 23½in), 2 x Bindings 10 x 90cm (4 x 35½in).



2 Lay front panels side by side and insert a pin 9; 10; 11cm (3½; 4; 4¼in) along top of each panel from centre front. Insert a pin 24cm (9½in) down centre front edge. Join marks with chalk and a straight edge and cut off the triangle to create the front shaping.



3 Sew the two front panels to the back panel at the top edge. Neaten the seams with overcasting or a zigzag stitch and trim to create a narrow seam. Mark a curved line at the back neck with dressmaker's chalk and trim. Stay stitch the back neck.



4 Fold each sleeve in half crossways and snip a notch at the centre of the top long edge. Pin this notch to the shoulder seam and then pin the sleeve in position to both sides. Machine stitch each sleeve stopping 1.5cm (¾in) from each end. Neaten the seam and then snip down to the seam line at the end of the stitching.



5 Fold the kimono right sides together and pin the sleeve and side seams. The snip into the seam will allow you to stitch the sleeve and side seams in one go, without stopping. Neaten the seams and press towards the front panels.



6 Stitch the two lengths of binding together and press the seam open. Pin the seam to the centre back of the kimono and then insert pins out to both sides all the way to the bottom edge. Machine stitch from the centre back down to the hem on both sides. Press the seam into the binding.



7 Press a 1.5cm (¾in) turning along the bottom edge of the sleeve and the kimono body. Turn up 5cm (2in) and tack in position for neatness. Machine stitch the sleeve hems. Machine stitch the kimono body hem as far as the binding.



8 Press a 1.5cm (¾in) turning on the outer edge of the binding. Fold over until it covers the stitching and no more, then tack in position. Fold up the bottom edge so it is level with the kimono hem and then trim away any excess fabric to reduce bulk. Machine stitch the binding from the right side. Slipstitch the opening at the bottom of the binding to finish.

SHOW US ON FACEBOOK!
If you've enjoyed making our kimono, post a photo on the *Craftseller* **Facebook** page

FOLLOW US ON TWITTER!
Tweet us your tips and advice, and follow our own tweets **@craftsellermag**

FIND US ON PINTEREST!
We've got loads of crafty inspiration for you to browse at **Pinterest.com/craftseller**

Please visit our wonderful new online magazine, the ultimate lifestyle guide for crafters...



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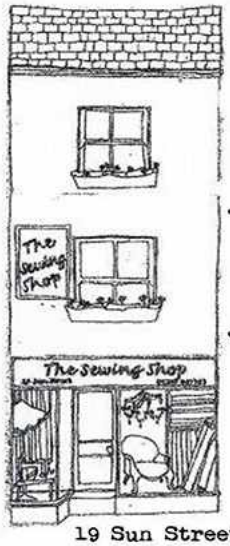

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You'll love the Spring bouquet of papercraft flowers; find it hard to resist the 15 fabric and lace cards and 20 cute button cards and relish the **37 paper scrap ideas** and 10 ways with Washi.

Plus there are 21 easy tutorials and heaps of **budget ideas that will save you £££s**!

EASY WAYS TO USE UP...

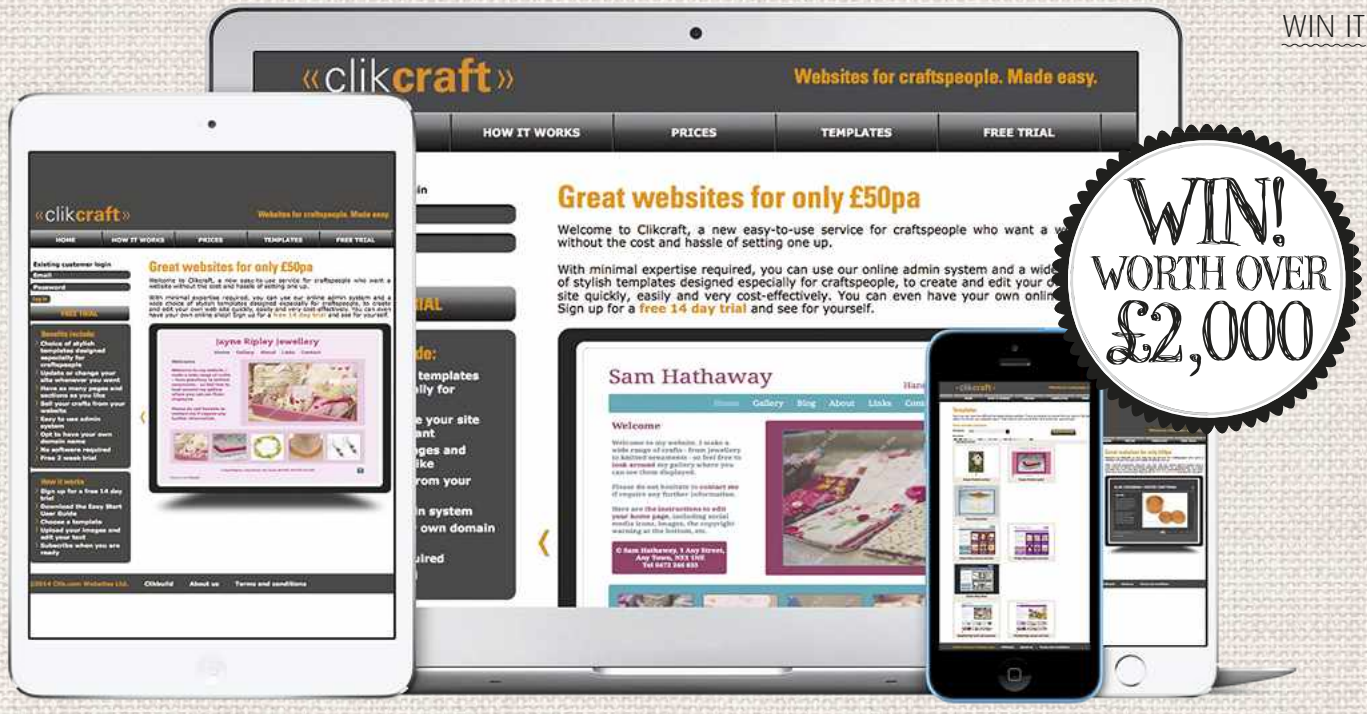
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In this day and age, everything is online. Banking, travel, the weekly food shop – it can all be done with the click of a button. So why should your craft business be left out of the digital equation? Having your very own business website will establish your company credibility, build a solid reputation for your brand and expand your customer base. It's hard to think of reasons for not being in the online game! But we know, creating a website can be an arduous, costly task that no-one wants to take on. That's why we've teamed up with computer experts, clikcraft, to bring you this fantastic prize worth over £2,000 that will do the job and more for you.

What's up for grabs?

Courtesy of clikcraft, two lucky *Craftseller* readers will win one of their platinum websites for three years, worth a whooping value of £1,200. The sites include an easy-to-use admin system with a wide choice of stylish templates that are specifically designed for craftspeople like you. Minimal expertise is required, so users can create and edit their own website quickly and easily. With a choice of having as many pages as you want – including a blog, online shop and gallery – there's nothing that your website won't cover.

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To enter answer the following question: Which of these craft tools do you use to crochet?

A Hook
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Top 10 CRAFTY BOOKS

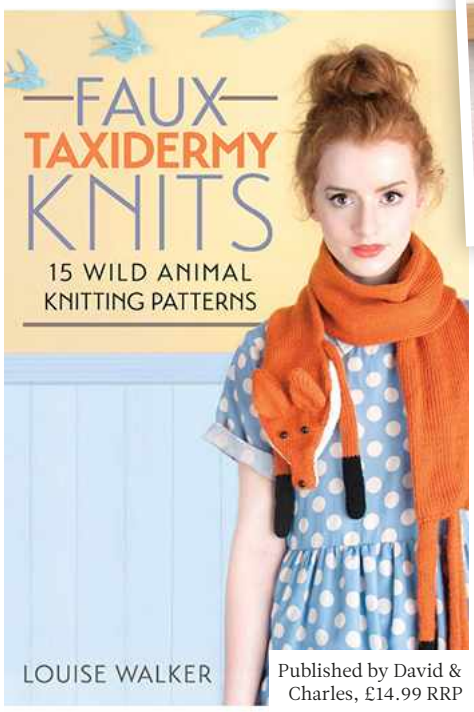
Kick-start your craft imagination this new year with these must-read new releases! **By Holly Johnson**

No matter how much we love to scour Pinterest for ideas, browse Instagram seeking inspiration and burrow into the bottomless blogosphere, there's no denying it; the classic book is hard to beat. And as we launch into a brand new year, there's no better time to replenish the shelves with a stack of new craft titles set to inspire, engage and inform you. So, take a look at our top ten titles that will help to get your craft on and prove once and for all that books are back.

1 Faux Taxidermy Knits, Louise Walker

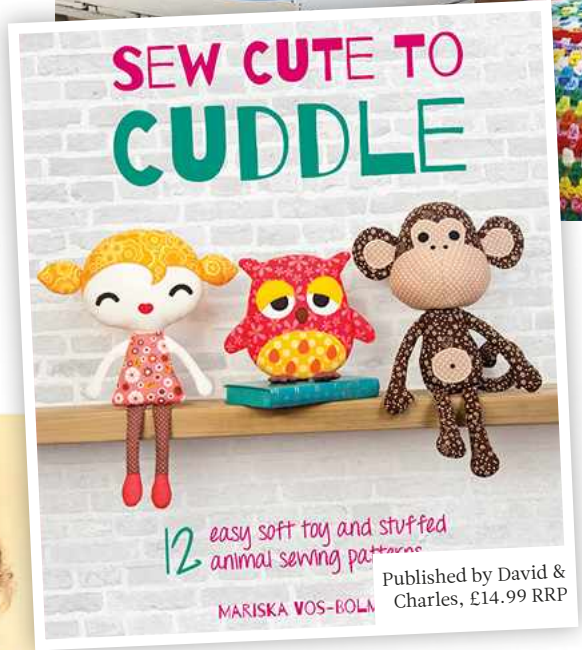
Taxidermy is having a bit of a moment in the fashion spotlight, and while we aren't so keen on the dead animals, we can definitely get on board with this weird and wonderful collection of taxidermy-inspired knits. Rock hedgehog slippers, polar bear paw gloves and the wild wolf headdress. Or better yet, bring the trend home and give your interiors a makeover with a difference complete with a tiger rug and faux pheasants to hang from your kitchen cupboards. Projects are aimed at a wide range of abilities, so whether you're new to knitting or something of a pro, you'll find something completely unique to challenge and inspire you.

BEST FOR: One-of-a-kind knitting projects with a wild side.



Published by David & Charles, £14.99 RRP





Published by David & Charles, £14.99 RRP

2 Sew Cute to Cuddle, Mariska Vos-Bolman

Turn your sewing room into a menagerie as you work your way through this collection of 12 cute and cuddly makes. As well as providing clear templates and step-by-step instructions, *Sew Cute to Cuddle* talks you through fabrics, stitching and stuffing techniques and your basic tool kit to help you get the most from your makes. From monkeys and owls to dragons and monsters, these makes will go down a treat as gifts.

BEST FOR: Making sweet presents for your favourite little people.



Published by Skyhorse Publishing, £11.99 RRP

3 Fleece Fantastic, Rachel Henderson

If you're fairly new to sewing, then Rachel Henderson's *Fleece Fantastic*, packed with 35 fun, fleecy projects, is worth picking up. Each project comes with easy-to-follow instructions and clear templates, while the gorgeous photography is guaranteed to inspire and engage you.

BEST FOR: Sewing newbies looking for quick but effective makes.



Published by CICO Books, £12.99 RRP

4 Yarn Yarn Yarn, Susanna Zacke & Sania Hedengren

Projects range from bold and bright cushions, chair covers and rugs to wine box covers (our personal favourite!). There's also inventive clothing ideas to personalise your home and wardrobe. The projects in this collection are aimed at a slightly more experienced crafter who's already a crochet convert.

BEST FOR: Adding a splash of crocheted colour to your surroundings!



Published by David & Charles, £16.99 RRP

5 Paperplay, Shannon Miller

With over 40 papercraft projects, from quilling and folding to paper cutting and stitching, *Paperplay* is a must-buy for stationery addicts. The main focus is on stylish, modern card ideas, but you can also try your hand at paper flowers and wreaths.

BEST FOR: Contemporary papercraft.

6 Crochet with One Sheepish Girl, Meredith Crawford

The US blogger brings together a collection of her favourite crochet projects in this inspiring project book. Starting with the basics and progressing to more advanced, on-trend makes, means there's something to challenge crafters of all levels.

BEST FOR: In-vogue crochet designs.



Published by Sixth&Spring Books, £14.99 RRP



Published by Lark, £14.99 RRP

7 Winter Knitting, MillaMia

Add some Scandinavian style to your life with cosy, contemporary knits for adults, sweet makes for children and gorgeous home accessories from *Winter Knitting*. You'll be charmed by the lifestyle snippets included throughout too, such as the Swedish cake recipe.

BEST FOR: Scandi style lovers with a passion for modern knits.



Published by Collins & Brown, £20 RRP

8 Big Little Felt Fun, Jeanette Lim

Bigger! Feltier!! Funner!!! With a tagline like this, we can't fail to love this book. Featuring over 60 fabulous projects, from Russian dolls to baking sets, it will add a touch of quirky charm to your home.

BEST FOR: Bright, cheerful and whimsical projects.

9 50 Quilts from Quiltmaker's, June Dudley

This collection of 50 quilting projects will keep crafters occupied long into 2016! Aimed at experienced quilters, the stylish patterns make it a must-buy for serious crafters.

BEST FOR: Classic crafting with a modern twist.



Published by David & Charles, £16.99 RRP

10 Cath Kidston Sewing Book

These 30 sewing projects capture Cath Kidston's modern vintage ethos. The book is not only a practical making guide but a beautiful source of design inspiration.

BEST FOR: Stylishly retro sewing makes.



Published by Quadrille, £20 RRP



Little Ted Bear

Shoppers will be smitten with this adorable teddy when they see him on your craft stall. But can you bear to part with him? **By Vicky Craxton**





INFORMATION

Materials

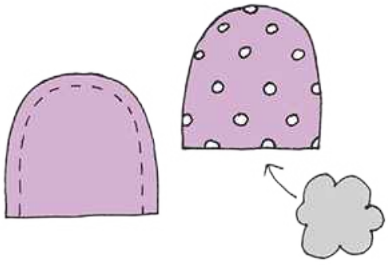
* Blue large rose print fabric measuring 30 x 27cm (11¾ x 10½in)
* Pink roses and spots fabric measuring 19 x 29cm (7½ x 11½in)
* Baby blue gingham fabric measuring 21 x 13cm (8¼ x 5in)
* White fabric with pink trailing flower pattern measuring 26 x 20cm (10¼ x 8in)
* Pink 3mm dot fabric measuring 26 x 13cm (10¼ x 5in)
* Beige felt measuring 13 x 10cm (5 x 4in)
* Black felt measuring 3 x 2cm (1¼ x ¾in)
* Baby pink satin ribbon measuring 58 x 1.5cm (22¾ x ½in)
* 9mm black plastic toy safety eyes
* Polyester toy filling
* Black embroidery thread
* White sewing thread

Size (h x w x d): 21 x 23 x 14cm (8¼ x 9 x 5½in)
Skill level: Easy
Note: All the templates include the 0.5cm (¼in) seam allowance

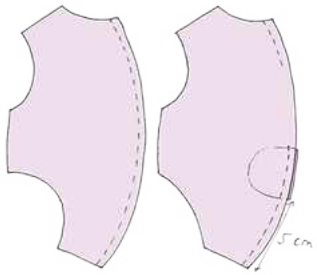
We're not sure if it's the vintage-style fabrics or the patchwork effect that makes our teddy so irresistible. Perhaps it's the serious expression on his face that makes you just want to cuddle him? Whatever his secret, our ted will make a lovely present for old and young and a wonderful heirloom to be passed through families and enjoyed for years to come.

SAFETY FIRST Our vintage-style teddy bear is not designed as a toy or meant for young children. Always ensure your work is well-stitched and loose parts are securely attached. **Remember, if you intend to sell these, even if not sold as toys, there are strict regulations that you must adhere to. Visit craft-seller.com for advice.**

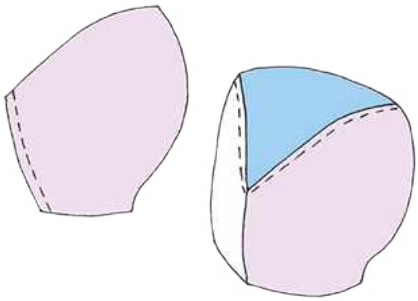
How to make the fabric bear



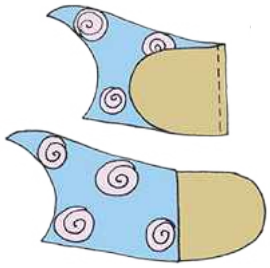
1 Use the templates on page 100 to cut out the felt pieces in the colours indicated. With right sides facing, machine stitch the tail shapes together, leaving the straight end unstitched. Turn the tail the right way out, then lightly stuff with toy filling.



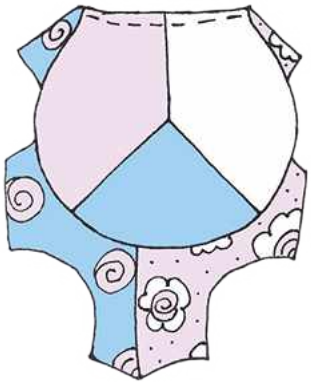
2 With right sides facing, sew the torso front shapes together down the long edge only. Repeat for torso backs but only sew the first 3cm (1¼in) down from the top. Leave a gap and pin the tail in between the back torsos 5cm (2in) from the bottom. From start of tail, sew the rest of the back torsos together.



3 Place head side shapes together with right sides facing and sew front edges together. Sew one side of the head top shape to the top edge of one of the head side shapes, then sew the other side of the head top to the top edge of the other head side shape so all the pointy ends meet in the middle.

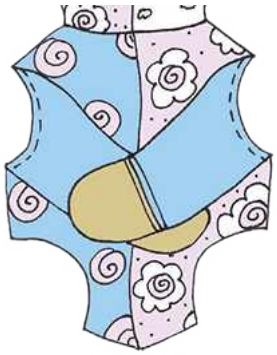


4 Attach each paw pad shape onto an inside arm shape by placing the paw shape on top of the arm shape so the straight ends meet; fold the paw so it points the opposite way, then sew the short ends together. When you pull it out flat, the paw will be pointing the correct way.

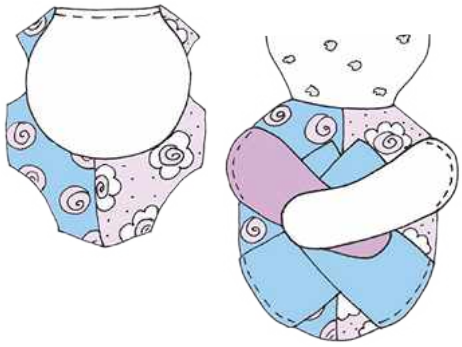


5 With right sides facing, machine stitch the bottom edge of the front head onto the top edge of the torso front.



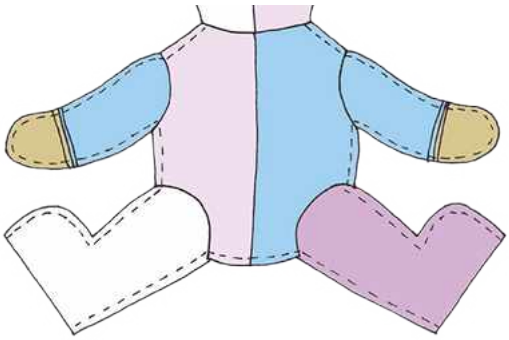


6 With the right sides facing each other, sew the ends of the inside arm shapes onto the top curves on the torso front. Sew the ends of the inside leg shapes onto the bottom curves on the torso front, again with the right sides facing each other.

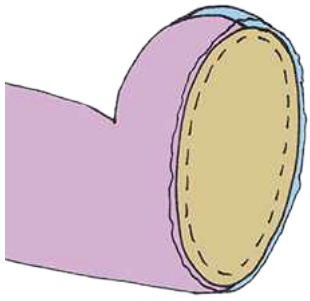


7 Sew bottom edge of the head back onto top edge of the torso back so the right sides are facing each other. With the right sides facing, sew the ends of the outside arms onto the top curves on the torso back following the curve of the arm end. Sew the ends of the outside legs onto the bottom curves on the back torso following the curve of the leg end.

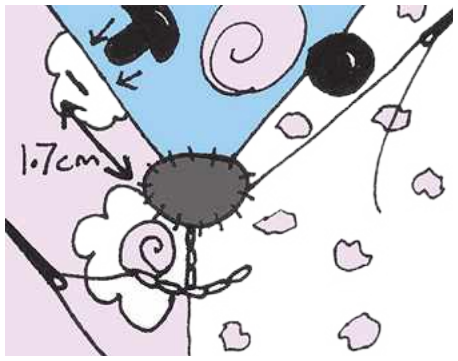




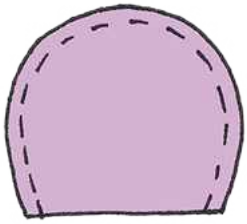
8 With right sides facing, sew the front arms and legs to the back arms and legs, leaving the ends of the legs open. Then sew the shoulders, sides and bottom sides of the torso shapes together.



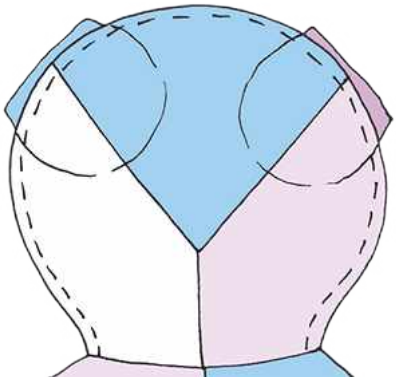
9 On the end of each leg, sew a foot pad shape in place to cover the gap. Turn through.



10 Sew the nose onto the head so it covers the join. Sew a chain stitch smile with all the strands of the black thread. Cut eye holes in the fabric, 1.5cm (½in) diagonally from each side of the nose and insert toy eyes.



11 With right sides facing, machine stitch each pair of ear shapes together, leaving the straight end open. Turn through.



12 With right sides facing, pin head shapes together, sandwiching the ears in place so they face down and the edges meet. Make sure they are even on each side of the head and that the joins on the front head shape appear in the middle of each ear. Sew them together, leaving the bottom open.



13 Turn the teddy bear the right way in and stuff with toy filling. Try not to overstuff the body and where the body meets the arms and legs so it has some flexibility. Sew the gap in the back using a blind stitch. Wrap ribbon around the teddy's neck and tie it into a bow. Cut the ends of the ribbon, to finish.

You've made it, now sell it...

Follow our top selling tips and your bears will soon be on their way to loving new homes!



1 Choose your materials well. Always use good-quality fabric when making heirloom projects that will be passed down through generations, as they will need to stand the test of time.

2 Make it more personal. Offer to make memory bears from fabrics that hold special meaning for your customers, such as favourite old outfits or outgrown children's clothes.

3 Add a little character to your bears by naming them and giving them a back story, such as where they come from and why they are looking for a new home. Promote this online and add an adoption certificate into the packaging.

4 Give your bear more gift appeal by displaying him next to a nice presentation box, and include packaging in your promotional images, too. Most of what is bought online is for gifts, so emphasise this element to enhance sales.

5 Build trust when selling online by having a clear and concise shipping and returns policy, as well as information about you the seller. Keep in contact with your customers by promptly confirming that you have received their order and letting them know when their products have been mailed.

6 Develop a brand identity. Gaining familiarity and brand recognition will give you a much more professional image and make it a lot easier for returning customers to find you. A clear brand identity teamed with high-quality makes and top customer service will make you really stand out in a crowded marketplace.

7 People connect with people, so have a picture of you rather than your business logo as your social media profile picture. You can still include your logo in the photograph if you want to by wearing it on a piece of clothing, or displaying it on a sign behind you.

8 Styling is key. If your bear is made from busy patterned fabrics, then photograph him against a neutral background to enhance the colour and detail and show him at his best.

9 Get the price right. If you're making bespoke teddy bears, then the cost of making them will change depending on the fabric you are buying for each individual one. Make sure you take this into consideration before committing to advertising a price by saying 'prices from £15, for example'.

10 Give your makes a shelf-life. Making your bears limited edition with only a set number available in a certain style will encourage buyers to snap them up, and will challenge you to keep your range fresh, too. CS

NOW SELLING ON...



Etsy: Teddy Bear with Ecofriendly Hemp by bvaughanhandbags, £29.45



Folksy: Teddy Bear by Silent Companions, £30



NOTHS: Handmade Teddy Bear For Her by Milly and Pip, £20.50

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	Exclusive Starter Pack: Feeder + 2 jars	~~£14.93~~ £9.95	
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		Grand total	

* plus P&P

Mr/Mrs/Miss/Ms _____
Address _____
_____
Postcode _____ Telephone _____
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E-mail _____

PAYMENT METHOD

1. I enclose a cheque/PO for £ [ ] made payable to Jacobi Jayne & Company.
2. Please debit my card (Visa/Visa Debit/Mastercard/Maestro) by the above amount.

Card Number [ ][ ][ ][ ] [ ][ ][ ][ ] [ ][ ][ ][ ] [ ][ ][ ][ ]
Expires [ ]/[ ] Issue No [ ][ ] CV code [ ][ ][ ] Last 3 digits on back of card
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HAVE A LOOK AT THE LATEST FABULOUS ISSUES



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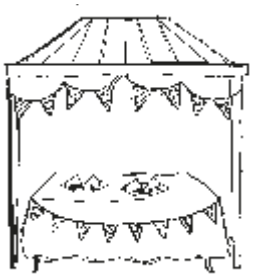
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CHRIS MOSLER is a freelance copywriter, photographer and author of the award-winning lifestyle blog, thinlyspread.com which covers topics such as gardening and cooking.



LOUISE HORLER As well as blogging about her passion for sewing at sewscrumptious.blogspot.co.uk, Louise sells a wide range of quirky and contemporary fabrics.



EMMA JONES MBE is a small business expert, author and co-founder of StartUp Britain. She launched her business aged 27 and was later awarded an MBE for Services to Enterprise.



DAVID WARRILOW is a patent and trademark attorney who founded London IP in 2009 (londonip.com), a law company that represents a range of clients.





© Fujifilm instax mini 8, £70, design-3000.de

A tripod will help you get picture perfect

Steady on

Q I want to get better product images of my jewellery for my website. Do I need to invest in a tripod?

KIRA TAYLOR, STROUD, GLOUCESTER

A CHRIS SAYS: The tripod has often been hailed as the greatest photographic accessory, with most professionals having a number of them to hand. If you want images with a superior image quality, then a tripod is a useful investment, particularly if you are taking a lot of photos in low light. Tripods reduce the camera shake you get when holding your camera in your hand and as a result, help to get a really sharp photo. They also enhance the depth of field, boost the capture quality and heighten the framing precision. You can, of course, just put your camera on a stable surface (a stool, table or pile of books, for example) and use that as your tripod. However, in the long-term, a tripod is a handy bit of kit to have.

Just being social

Q Is it really worth joining LinkedIn? I'm already on Facebook and Twitter and not sure I have time for another social media site.

AILEEN FRANKS, CARDIFF

A EMMA SAYS: Yes, it really is. Referring to itself as 'the world's largest professional network,' LinkedIn has more than 300 million members in over 200 countries and is available in 23 languages. A good number of these users could be your potential partners and customers. Visit LinkedIn.com, create an account and start connecting with contacts and finding new ones. Consider forming LinkedIn groups around your specialist subject and remember that the networking site can act as an effective sales platform if selling creative products. Your connections on LinkedIn could really help to accelerate your career.

LinkedIn is central to making professional connections



© Social talk magnets, £9.99, no1gadgetstore.co.uk

MY TOP 10 TIPS



CHRISTINA PENGELLY, the founder of WareStreetMarket.com shares her top ten business tips.

1 Get feedback on your product and business idea before you launch it.

2 Explore all your selling channels.

3 Be flexible and open-minded but stay professional.

4 Research and take advantage of all the free business and marketing courses.

5 Social media is your best friend.

6 Get out there and network at like-minded events.

7 Understand your competition and create a niche market.

8 Be realistic with your goals. Draw up a plan to include a timeline and costs.

9 Work hard, don't procrastinate and learn to love coffee.

10 Love your craft, and you'll never work a day in your life!



Shoot your products in a real life context for naturally appealing pictures

© Bobble beanie, £10, mandco.com

FAQ

This month our top Facebook question is...

Q What is a bodkin? Should I get one for my sewing box?
Jenni Collins

A LOUISE SAYS: A bodkin looks a lot like a pair of tweezers with a metal ring squeezing the two sides together. It is designed to pull an item such as elastic, ribbon, cording or drawstring through a casing, with its blunt point preventing the bodkin from piercing the fabric. It's a handy tool but not a must-have: if you don't have one, a safety pin would work just as well.

Hat's the way to do

Q I'd love to get my hat images to look less 'stagey'. Do you know how I can take good action shots and still show off my make?
JILLIAN PRINGLE, DORSET

A CHRIS SAYS: Use a live model and go outside. Think about background and atmosphere. If it's a sun hat, take your model to the beach or through a flower meadow and take shots from lots of different angles. Shoot in various weather conditions, perhaps a lovely shot of your model running through the city in the rain holding her hat on her head or a misty shot by the seaside. If your hat is colourful, you could make the rest of your photograph neutral or black and white to make it really stand out. As with all photos, think about texture, colour, light and shadow and make use of everything around you for a picture-perfect pose.

Let there be light

Q I have been looking for distinct and funky lampshades with no luck. Could I use fabric to make my own and would it be safe?
BEATRICE YOUNG, LONDON

A LOUISE SAYS: You can use your favourite fabric, wallpaper or even old vintage maps to make lampshades by buying lampshade-making kits, which are now widely available online. They give you all the materials that you need and the textiles will all have been tested and passed the Glow Wire Test carried out by the Lighting Association to make sure they are safe. You only need half a metre of fabric or wallpaper to make a 20cm or 30cm shade and they can be used for table lamps or else hung from the ceiling.



Lampshade making kits allow you to pick and choose from your own selection of fabrics

© Lampshade making kit, £12, sewscrumptious.co.uk

ESSENTIAL CRAFT TOOL





NAME: Angela Fernihough
SHOP: Studio Anjou
WEBSITE: etsy.com/shop/studioanjou
TYPE: Monjoo keyrings and fridge magnets
TOOL: Fimo polymer clay
AVAILABLE: hobbycraft.co.uk
COST: £2.29 per block

"Fimo is a variety of polymer clay that can be modelled like regular clay and can stick to itself without the need for glue. It's also clean, non-toxic, easy to use and versatile. What I love in particular is the variety of colours and effects. There is sparkly, speckled, translucent and most excitingly, glow-in-the-dark. The colours can also be blended to make new shades and gradients – I use an old pasta maker to do this. Once my Monjoo is finished, it's cooked in a regular oven for about half an hour. One of the most important aspects of the clay is its durability and customers report that their Monjoos spend hours rolling around in the bottom of handbags or hanging from keyrings with no ill effects."



Copy cats

Q I think someone has been copying my designs online. What actions can I take?
JAYME-LEIGH ROBINSON, GLOUCESTER

A DAVID SAYS: Design infringement is not a straightforward matter and if you do the wrong thing, you might find yourself being sued for 'unjustified threats' of design infringement. So if you suspect someone has been replicating your designs, I recommend seeking professional advice at the outset. If you do have a case, then your advisor would normally send a letter before action, and if the situation cannot be resolved by an exchange of letters, then formal proceedings can be launched. There may also be other courses of action to take including use of the formal complaints processes of e-commerce websites, and registering any relevant design if you're still within the 12-month 'grace period'. Wilfully infringing a registered design is a criminal offence in the UK, so having a registration might be reason enough for someone to stop copying.



There are many parts to acting against design infringement

© Head and tail cushion set, £45, verynicethings.co.uk

GUEST SPEAKER



Viv Smith creates birthstone jewellery and owns Poppy Sparkles. Here, she compares selling through an existing online platform compared to starting your own website.

Whether it's to fund an expensive crafting hobby, to supplement the household income, or even to strive for a sustainable wage, selling handmade items online has become easier. There's a wide range of applications and programmes on offer to help create an online marketplace, from WordPress plug-ins to marketplace sites such as Folksy, in addition to options for creating your own online store. It can be baffling to decide how and where to sell your handmade goods.

Using the 'pay as you go' services like Etsy and Folksy can be ideal for those starting up, on a limited budget. Here are the pros and cons:

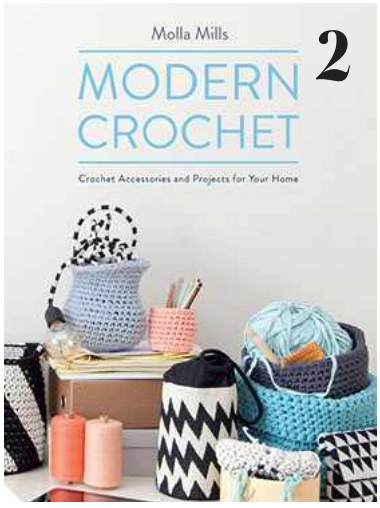
- Uses a CMS (control management system) i.e. type new content into a box and click to upload; no HTML knowledge needed making it easy to manage.
- Listing fees are typically around 20p per item.
- You pay a percentage commission on final sale fee.
- Usually only for handmade and supplies only (some sites also allow vintage items).
- You get an individual store with a unique URL, e.g. www.poppysparkles.folksy.com.
- You'll need basic SEO and keyword knowledge.
- Requires lots of promotion & regular listings.
- Lots of opportunity for community and networking, e.g. Etsy teams, listing challenges, forums.
- No moderation (although the front page is often curated on these sites).
- A low-risk option for testing the water, as well as another outlet for more seasoned sellers.

Starting your own website, pros and cons:

- A domain name is usually required.
- Hosting costs may apply, but some offer a free trial.
- No listing fees or commission.
- Complete control over design, categories, etc.
- No limit on what you can sell.
- Can be a drain on time, but there are some easy-to-use solutions. Big Cartel (bigcartel.com) and Create (create.net) are just some examples.
- Requires promotion and SEO optimisation to a greater extent than any other option.

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1 prize TO WIN!

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Add some fun frills to your crafting with these gingham knicker kits from the quirky haberdashery boutique, Trixie Lixie. Great as a gift or as a pretty perfect treat for yours truly. We have ten kits worth £13.50 to give away.

Visit trixielixie.co.uk

To enter text TRIXIE followed by your name, address and email to 87474*

2 CUTTING-EDGE CROCHET

Bring a modern edge to your crochet makes with a copy of *Modern Crochet* from acclaimed designer, Molla Mills. Featuring a variety of projects from rugs and cushions to jewellery and accessory makes, there's something that everyone will want to whip up. We have ten copies of the title worth £20 up for grabs.

Visit quarto.com

To enter text MODERN followed by your name, address and email to 87474*

3 JUST THE TICKET!

Win a trio of tickets to the best shows in town. We have a pair of invites for Sewing For Pleasure, Cake International and the Stitching, Sewing and Hobbycraft shows for five readers!

Visit ichfevents.co.uk

To enter text TRIO followed by your name, address and email to 87474*

4 WEBSITE WHIZZ

Win your very own personalised business website from computer experts, clikcraft. We have three packages worth £50 to give away.

Visit clikcraft.com

To enter text COMPUTER followed by your name, address and email to 87474*

5 SET TO STITCH

If you're cross stitch crazy, then this collection of cross stitch kits worth £120 is for you. For one lucky *Craftseller* reader only!

Visit minervacrafts.com

To enter text CROSS followed by your name, address and email to 87474*







6 SEWING SCHOLAR

The Sewing Club in Kent is offering three lucky readers the opportunity to attend one of their exciting workshops worth £35. Check out the dressmaking and soft furnishing workshops, learn how to make appliquéd cushion covers or try an upcycling class.

Visit thesewingclub.co.uk

To enter text WORKSHOP followed by your name, address and email to 87474*

7 A REAL PIECE OF WORK

Make your very own family heirloom with this patchwork quilt kit. The set has everything you need to put the pretty treasure together, including illustrated instructions. Beyond Fabrics are giving one lucky reader the chance to win a seaside themed set worth £150.

Visit beyond-fabrics.co.uk

To enter text QUILT followed by your name, address and email to 87474*

8 CANDLESTICK MAKER

Fragrant candles are one of the most popular crafts to buy right now. So, tap into this up-and-coming trend and whip up your own flickering flames with this candle making kit. This simple-to-use set includes all the materials you need to make these aromatic lavender tin candles. The lovely folks at The Soap Kitchen have eight sets worth £14.99 to give away to some lucky *Craftseller* readers. So light up your home with your own unique glow and enter now for your chance to win!

Visit soapkitchenonline.co.uk

To enter text KITCHEN followed by your name, address and email to 87474*

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More ways than one

Simple knitted jewellery in pastels can make a pretty handmade gift – opt for cotton yarn for that on-trend, matt look. **By Hedy Lewis**





INFORMATION

Materials

* 1 x Drops Cotton Light (one ball in the following colours: white 02, light pink 05, ice blue 08, mint 27, pearl grey 31) www.garnstudio.com
* Knitting needles 4mm (UK 8)
* Darning needle
* Silver chain
* Silver jump ring
* Jewellery pliers
* A small amount of toy stuffing (for the bangles)

Skill level: Easy

When you're looking for a speedy knit that uses up yarn from your stash, jewellery often makes a brilliant solution. Working with on-trend pastel cottons has made this project look contemporary and fresh – a great look for the up-and-coming spring months. The hidden joy of this basic pattern is that you can change the stitches and colours wherever you like while retaining the shape, reflecting your own personal style. So whether you like bright shades or more texture, a full set at £10 will really get those customers flocking...



How to make the knitted jewellery set

How to knit the bangles

Cast on 50 stitches using 4mm needles and any yarn colour of your choice.
Row 1 (WS): Knit into the front of each stitch in your cast on row to tighten the stitches.
Work 5 rows st-st
Cast off.

Making up the bangle

Stitch together the two shorter sides of your knitted piece right-sides together using an edge-to-edge stitch. Encouraging the natural roll of the knit so that the RS faces outwards, neatly darn the knit into a bangle tube using an edge-to-edge stitch and stuffing tightly as you go. Massage the stuffing along the bangle to remove any lumpy areas as you work. Fasten off neatly. Repeat with other colours.

How to knit the bow necklace

Cast on 40sts using light pink yarn.
Row 1 (WS): Knit into the front of each stitch of your cast on row to tighten the stitches.
Work 15 rows st-st.
Cast off.

Making up the bow

1 Stitch together the two shorter sides right-sides together using an edge-to-edge stitch.

2 With RS out, fold the band so that the seam runs up the middle back of the band.

3 Using a 2m length of matching yarn and securing the end well, darn a running stitch up the middle of the band. Pull tight to concertina the band ready for wrapping. Without breaking the yarn wrap the remaining length neatly and tightly around the middle until you have created a plump knot shape. When you're happy with your knot, fasten off securely.

4 Using a pair of jewellery pliers, twist open your jump ring and loop it under one of the wrapped threads of yarn in the knot. This can be tricky so take care. Twist the jump ring closed using the pliers.

5 Thread your silver chain through the jump ring and you're finished.

How to knit the bow headband

Knitting the bands

Cast on 120 stitches in ice blue yarn.
Row 1 (WS): Knit into the front of each cast on stitch to tighten the stitches.
Work 5 rows st-st.
Cast off.
Repeat with white yarn.

Knitting the bow

Cast on 60 stitches in light pink yarn.
Row 1 (WS): Knit into the front of each cast on stitch to tighten the stitches.
Work 15 rows st-st.
Cast off.

Making up the bow

Stitch together the two shorter sides right-sides together using an edge-to-edge stitch.

1 With RS out, fold the band so that the seam runs up the middle back of the band.

2 Using a 2m length of matching yarn and securing the end well, darn a running stitch up the middle of the band. Pull tight to concertina the band ready for wrapping. Without breaking the yarn, wrap the remaining yarn neatly and tightly around the middle. When you've made a suitable bow knot, fasten off.

Making up the headband

Stitch together the two shorter sides of one of the bands, right-sides together using an edge-to-edge stitch. Using the natural roll of the knit so that the RS faces outwards, darn the length into a tube using an edge-to-edge stitch. Repeat with the other band length. Attach the bow securely to the centre of the headband and fasten off neatly. CS

ABBREVIATIONS

k	knit
p	purl
st(s)	stitches
st-st	stocking stitch

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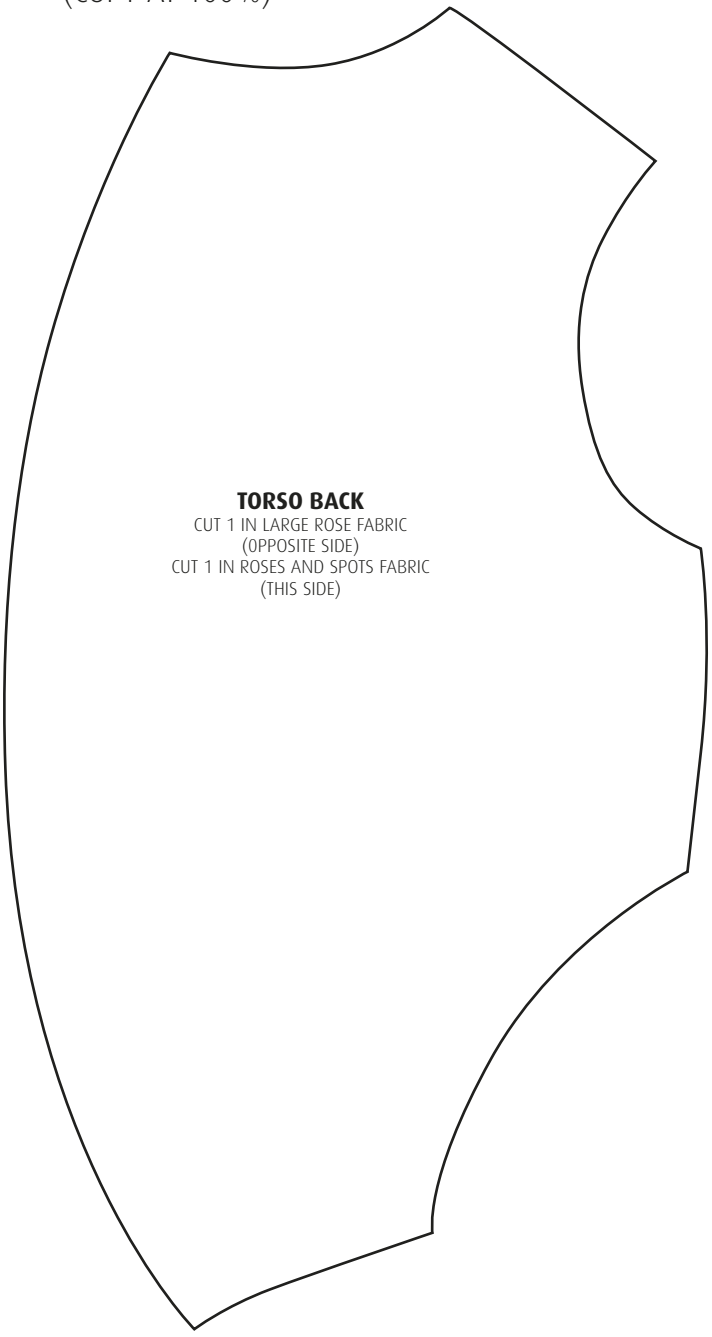
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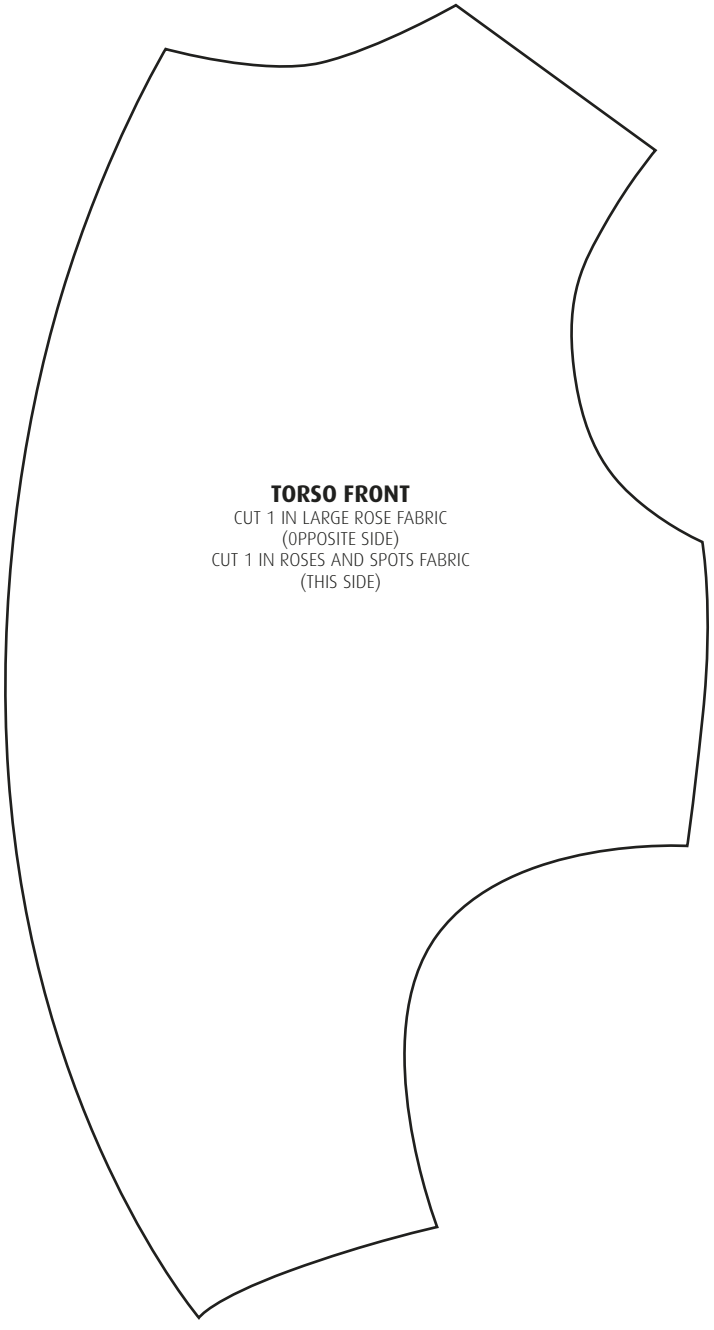
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LITTLE TED BEAR

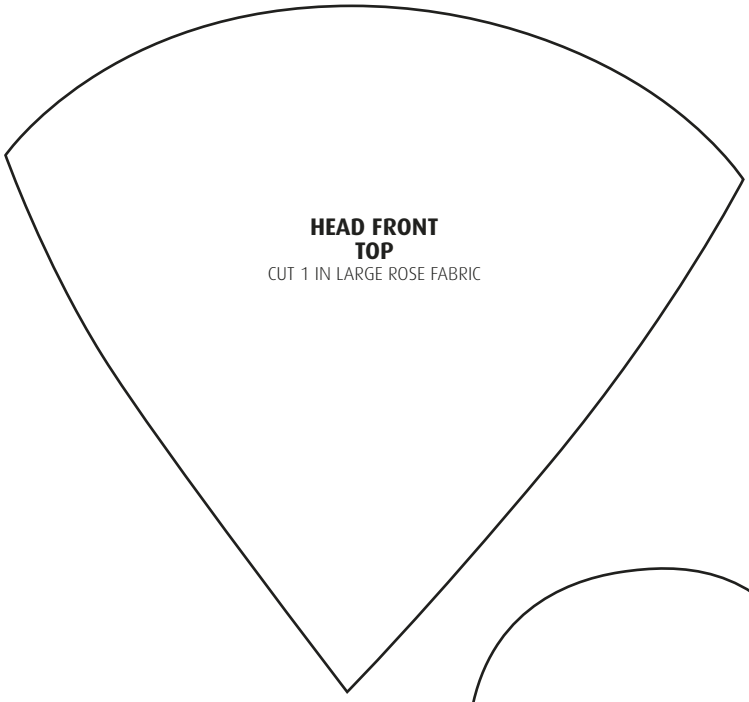
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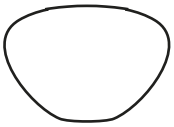
TORSO BACK
CUT 1 IN LARGE ROSE FABRIC
(OPPOSITE SIDE)
CUT 1 IN ROSES AND SPOTS FABRIC
(THIS SIDE)



TORSO FRONT
CUT 1 IN LARGE ROSE FABRIC
(OPPOSITE SIDE)
CUT 1 IN ROSES AND SPOTS FABRIC
(THIS SIDE)



HEAD FRONT TOP
CUT 1 IN LARGE ROSE FABRIC



NOSE
CUT 1 IN BLACK FELT

HEAD FRONT SIDE
CUT 1 IN DITSY FABRIC (THIS SIDE)
CUT 1 IN ROSES AND SPOTS FABRIC (OPPOSITE SIDE)



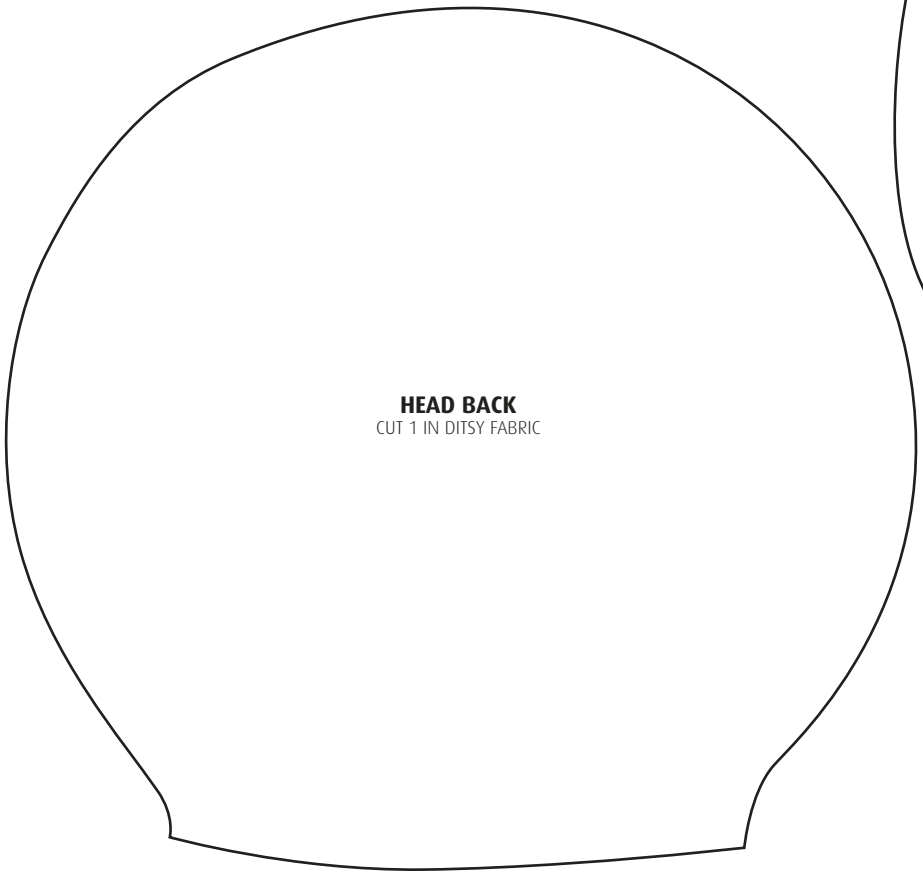
EAR
CUT 2 IN GINGHAM FELT
CUT 2 IN DOTTY FABRIC



FOOT PAD
CUT 2 IN BEIGE FELT



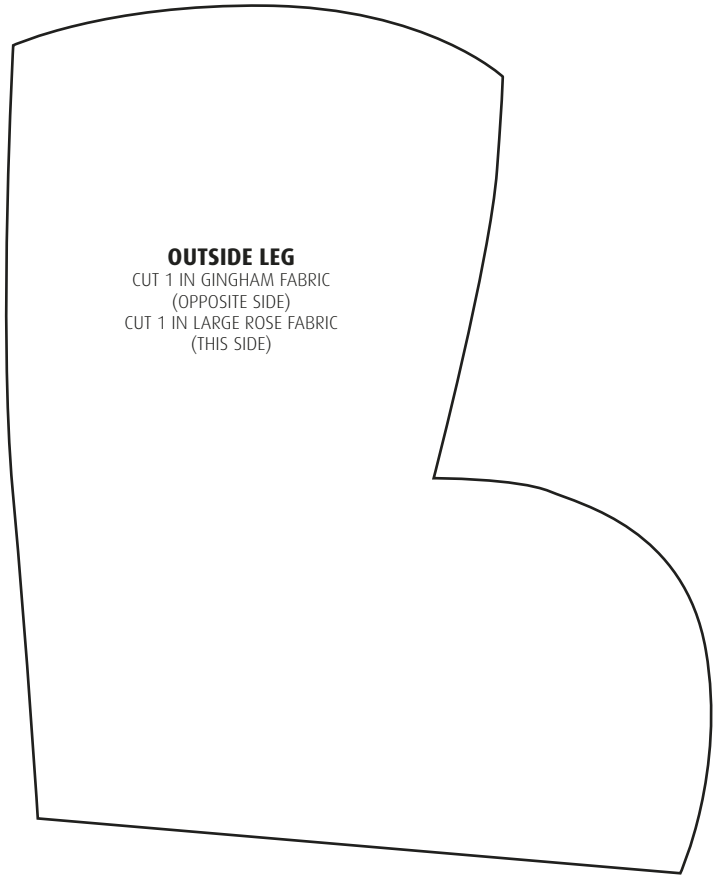
PAW PAD
CUT 2 IN BEIGE FELT



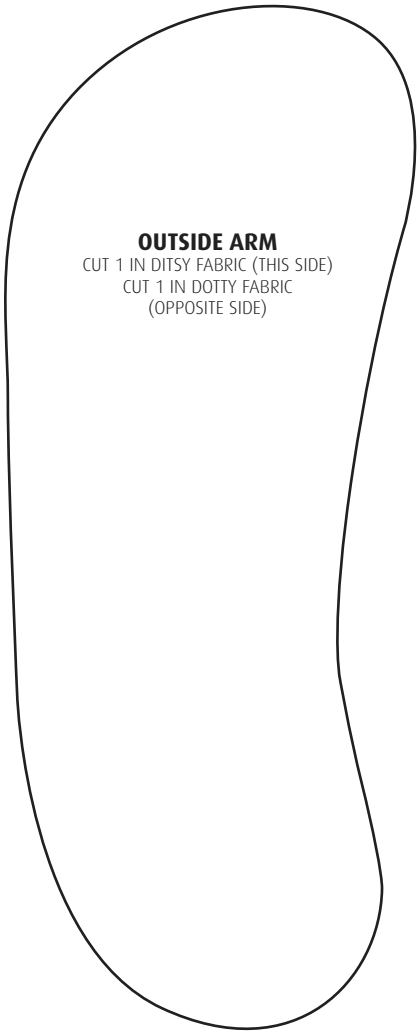
HEAD BACK
CUT 1 IN DITSY FABRIC



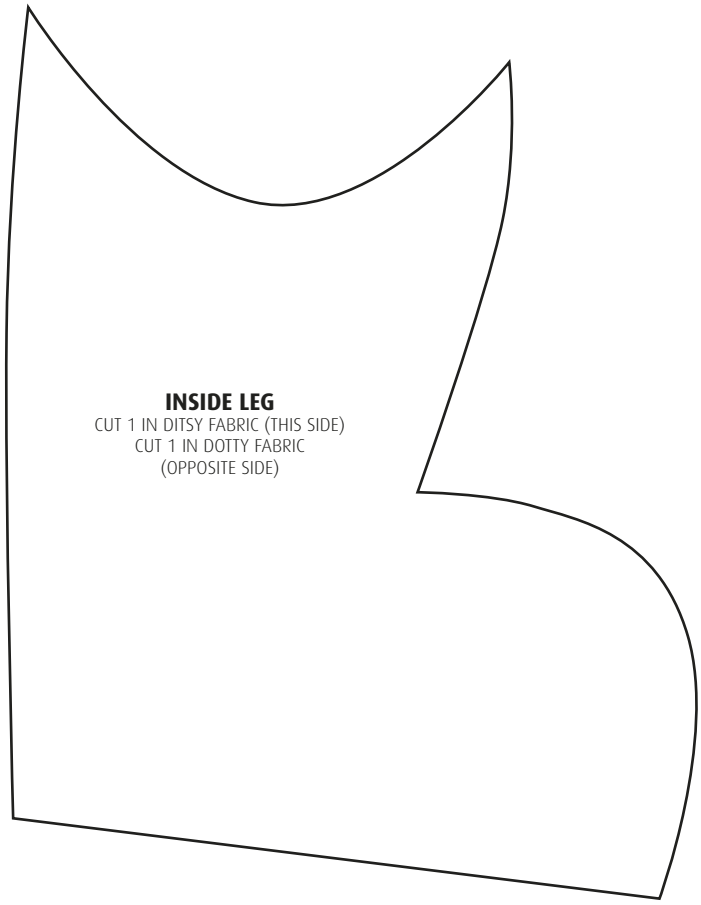
TAIL
CUT 2 IN DOTTY FABRIC



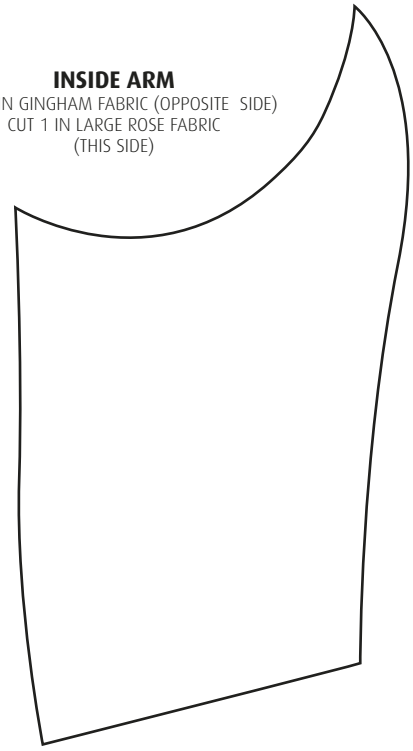
OUTSIDE LEG
CUT 1 IN GINGHAM FABRIC
(OPPOSITE SIDE)
CUT 1 IN LARGE ROSE FABRIC
(THIS SIDE)



OUTSIDE ARM
CUT 1 IN DITSY FABRIC (THIS SIDE)
CUT 1 IN DOTTY FABRIC
(OPPOSITE SIDE)

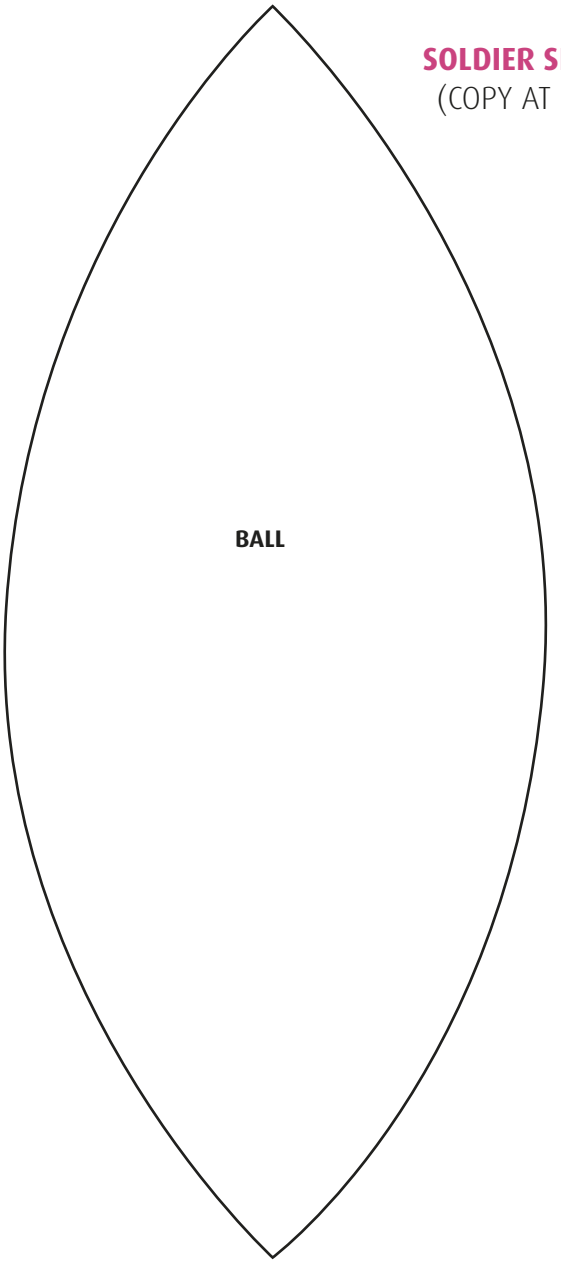


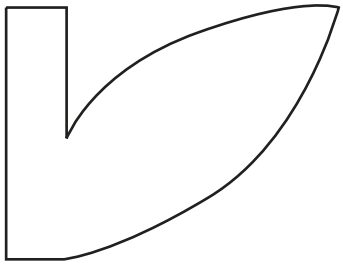
INSIDE LEG
CUT 1 IN DITSY FABRIC (THIS SIDE)
CUT 1 IN DOTTY FABRIC
(OPPOSITE SIDE)

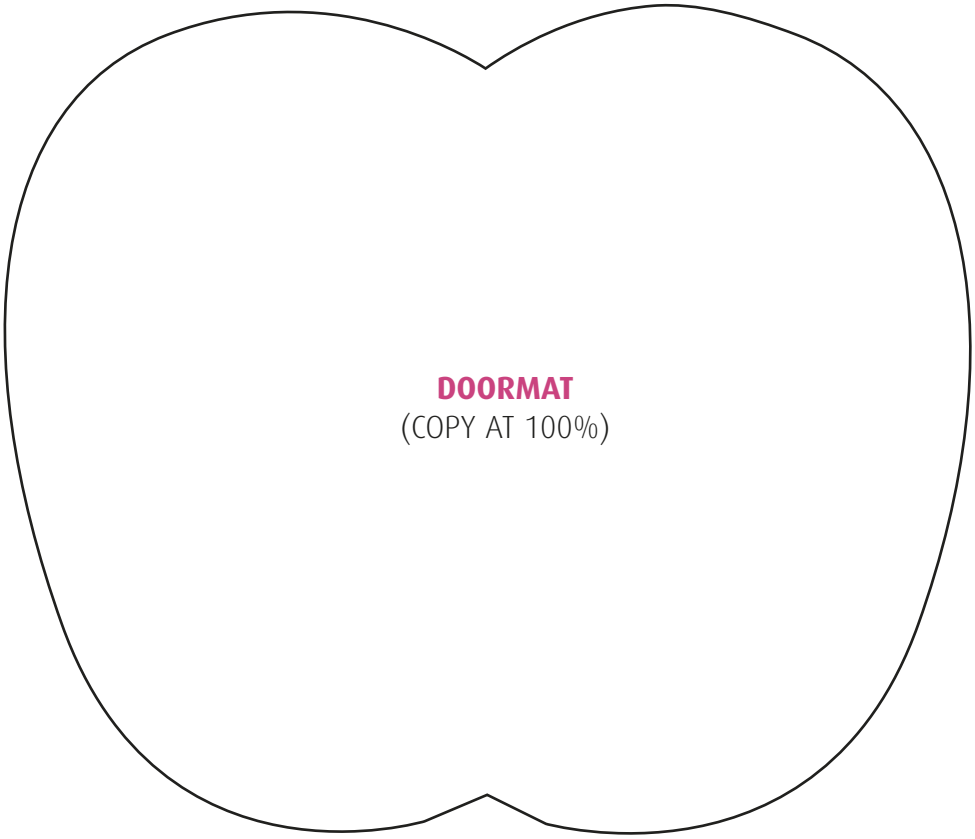


INSIDE ARM
CUT 1 IN GINGHAM FABRIC (OPPOSITE SIDE)
CUT 1 IN LARGE ROSE FABRIC
(THIS SIDE)

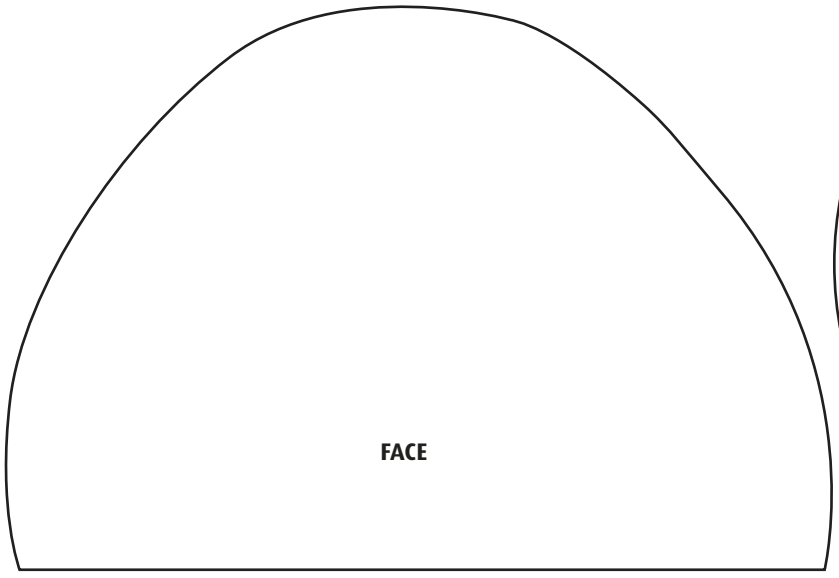
SOLDIER SKITTLES
(COPY AT 100%)

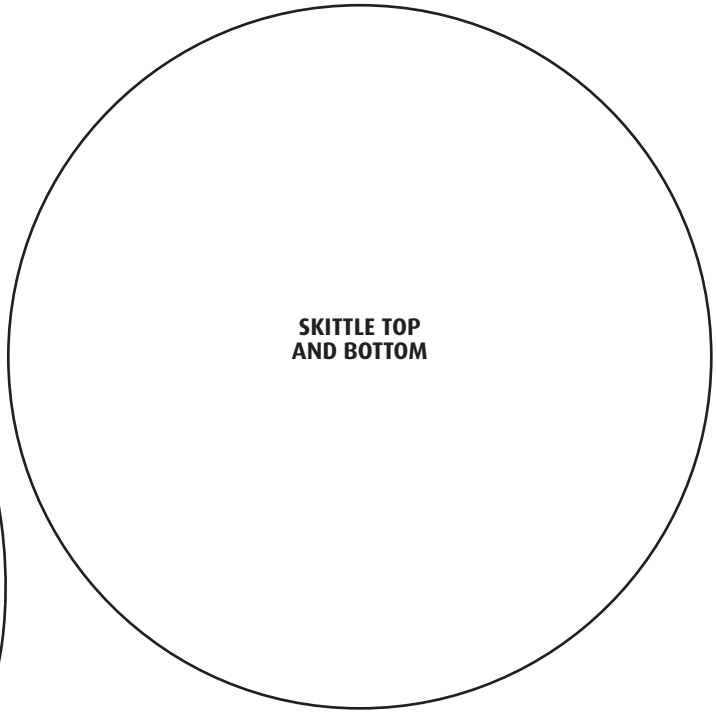






DOORMAT
(COPY AT 100%)





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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



Gifts

* Be inspired when you have your cuppa with this Virginia Woolf portrait mug.
* **Virginia Woolf in Book Titles Mug by Blackbird Studio, £8.50 on folksy.com**



Home

* Create urban cool envy with this chic and contemporary floating bookshelf.
* **Invisible Bookshelf by The Literary Gift Company, £20 on noths.com**

Customise the card with your own personal message



Valentine

* Send your Valentine's heart up, up and away with this love-filled card.
* **Couple Heart Hot Air Balloon Card by The Adoration, £2.61 on etsy.com**



Winter Warmer

* We heart these toasty slipper socks – perfect for keeping cosy on cold nights.
* **Handmade Love Heart Slipper Socks by EKA, £38 on noths.com**



Kids

* This adorably sweet happy house light couldn't fail to make little people smile.
* **Happy House Turquoise Light, £75, houseofclouds.co.uk**



Accessories

* Pack up your troubles and hit the road in style with this perfect-sized weekend bag.
* **Leather Embroidered Tote Bag, £50, ambosdesigns.com**

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