

**BAKE IT**Strawberries
& cream
macarons**KNIT IT**Gorgeous
moss stitch
baby cardi**STITCH IT**Vintage-style
teacup
pincushion*New
Look!*

Craftseller

Britain's No.1

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EXCLUSIVE*Meet
Magda!*& HER TOO-CUTE
BABUSHKA BROOD**10 BEST
PLACES
TO SELL**THE HOTTEST
NEW TARGET
MARKETS**WIN!**KNITTING
NEEDLES
WORTH £92!*Awww
baby makes!*

- PRETTY NEW BABY CARDS
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*Real life***"I'VE CRAFTED FOR ROYALTY!"**

BRIT DESIGNER MARY FELLOWS SHARES HER ENCOUNTER WITH A PRINCE...

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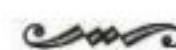
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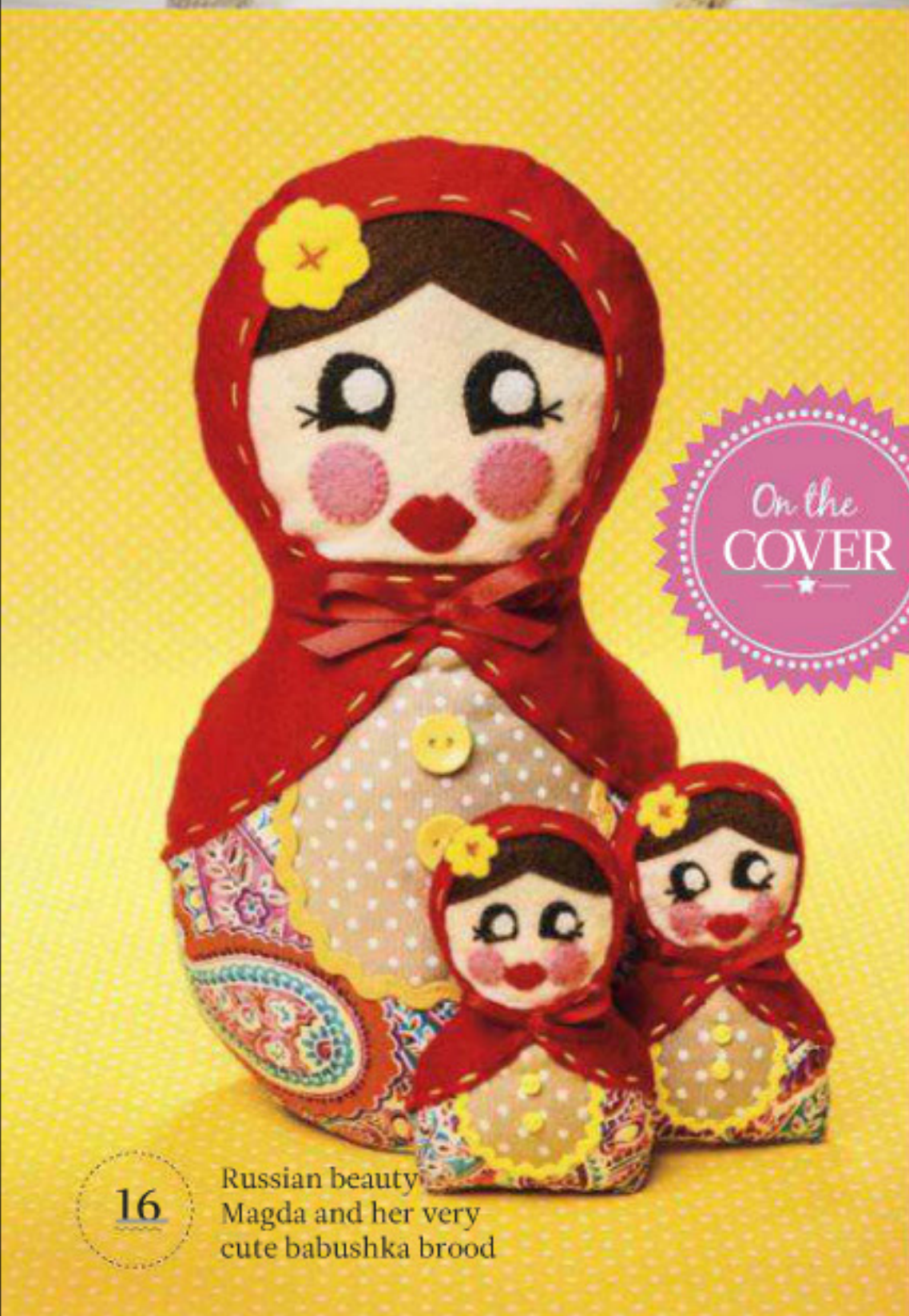


Welcome



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Cross stitch lends itself very well to the vintage vibe with this pincushion



16

Russian beauty Magda and her very cute babushka brood



Kate Middleton is due to give birth very soon so we've marked the occasion with a special baby-themed issue for you! Get ready to coo because there are some seriously cute makes, particularly ideal for new babies, for you to get stuck into.

Among them, we have a felt baby photo album on [page 26](#), a gorgeous moss stitch knitted cardi for newborns ([p74](#)) and very pretty pastel paper poms, perfect for a nursery over on [page 64](#). Elsewhere, we have an oilcloth beach mat and bag ([p28](#)), rustic upcycled footstool ([p72](#)) and vintage-style teacup cross stitch pincushion ([p32](#)), which seems to sell just about everywhere at the moment. And head over to [page 16](#) to meet our cover stars this month - Magda and her beautiful babushka brood! The babushka (also known as matryoshka) trend doesn't show any signs of waning and still sells incredibly well in the craft market.

Feature-wise, we have 10 new target markets great for craft sellers, and we have an exclusive interview with designer Mary Fellows who has been commissioned to craft for royalty! Plus, we're giving away FREE vintage-inspired ribbon this month, to give your makes the personal touch!

Enjoy! See you next month,

Zeena

ZEENA MOOLLA - EDITOR



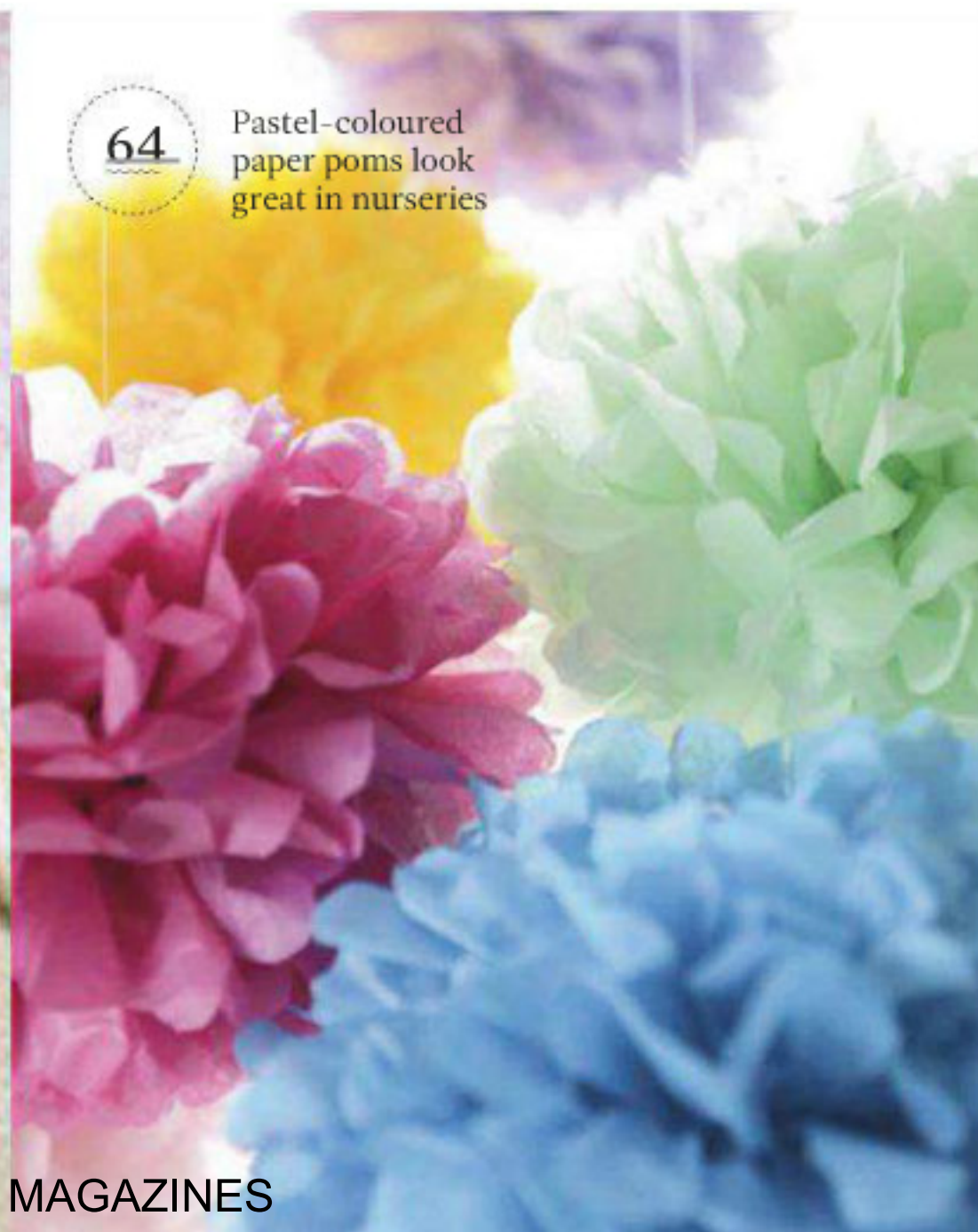
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Oilcloth and retro prints are perfect for this beach set



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Gorgeous, moss stitch knitted cardi for newborns - cute!



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Look at this month's gorgeous free papers!

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£1000
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Reader offer Special gift

Subscribe today and receive
a free craft tote worth £28!

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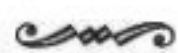
Online loves

Check out our favourite makes
selling well on the web this month

*Turn to page 102 for those
all-important templates*

Contributors

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



Jane Tooze

Turn to [p28](#) to sew Jane's seaside chic oilcloth beach bag and mat set

Jane is a pro stitcher who has helped create the costumes on well known TV shows such as *Secret Diary of a Call Girl* and *Skins*. She also owns an Etsy shop, Tiny Tooze Baby Dresses, packed with dresses, dungarees, trousers, babygros and bibs for boys and girls.

Susanne Frank

You can find the pattern for Susanne's knitted newborn baby cardigan on [p74](#)

Susanne loves to create unique accessories using top quality cashmere, cotton and silk yarns. Susanne enjoyed designing our moss stitch baby cardigan and hopes you enjoying making it too! Take a look at her Etsy shop, HandwerkDesign, for more of her work.



Anne MacGregor

Turn to [p32](#) for Anne's teacup pincushion brimming with vintage charm

Anne is a skilled cross stitcher with years of experience, creating and stitching all kinds of designs. We love the vintage vibe in Anne's pincushion project – this classic style of cross stitch works brilliantly for a retro feel. Anne's design is perfect for craft sellers as they sell absolutely everywhere!



A SPECIAL MENTION TO

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LONDON SE8 181 Deptford High Street 020 86920228
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WAKEFIELD 19 The Springs 01924 374471
WHITLEY BAY 219 Whitley Road 0191 2525825

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Making news

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



3 quotes from the queen of crafting... Martha Stewart

1 "I think it's very important that whatever you're trying to make or sell or teach, that it's basically good. [Deliver] a bad product and you know what? You won't be here in 10 years."

2 "I do not like sleep. I like naps but I do not like sleep. I'd rather do other things. I'd rather read or watch a movie. And I'm not good at de-stressing. There are certain things I do to distract me from work - I like to get on the controls of an airplane and fly a little bit, although I haven't done that in a little while..."

3 "I am a maniacal perfectionist. And if I wasn't, I wouldn't have my company. I have proved that being a perfectionist can be profitable and admirable when creating all manner of content."

Find out more about marvellous Martha's life via her personable and packed blog. It has everything! From entries about her farm to her favourite cleaning products! Love it...
Visit themarthablog.com



SUPER SITES



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

freevintagedesignstamps.blogspot.co.uk

Free? Vintage? Stamps? Three of our favourite words. A fab site.

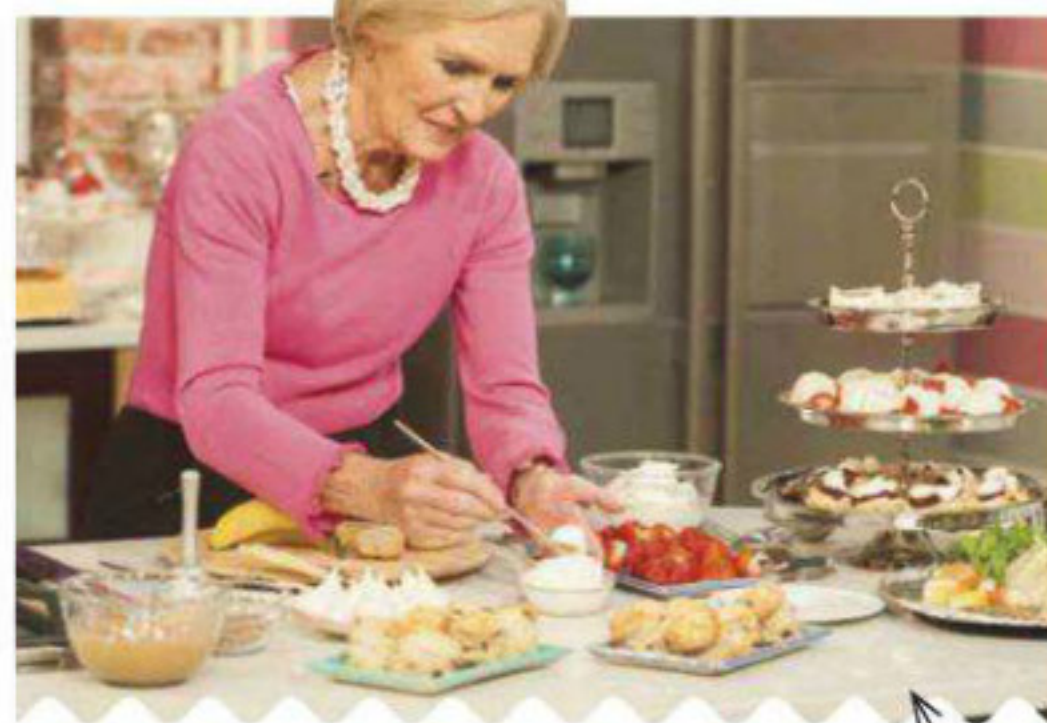
countryliving.com/crafts/projects

Packed with really lovely projects, we want to live in the Country Living world please!

tinijunkie.com

A very cool site from the US, with tons of fantastic tutorials to tempt all crafty types.

We love this book! Cloth by Cassandra Ellis (Kyle Books, £25)



PIECE OF CAKE!

The secret to cake-loving Mary Berry's slim build? "I only have a small slice, and never go back for seconds!"



Top of the flops...

Kirstie Allsopp admits she regrets taking part in Channel 4's *Hotel GB* last year. "It was terrible," says the outspoken TV star. "Second only to *Comic Relief Does The Apprentice* as a low point in my career." We have to say, we are very much liking the new gobby side of crafty Kirstie...

CRAFTY
EVENTS

Our pick of the
best crafty events
around this
month...

Beginner's Metal Clay
Taster

Cornwall School of
Art, Craft & Jewellery,
Bodmin, Cornwall
4 July

Skipton Town Hall Craft
Collectors & Gift Fair
Skipton, North Yorkshire,
5 July

The Danson Festival
Danson Park, Kent,
6-7 July

Craft & Food Fair
Bakewell Town Hall
Bakewell, Derbyshire
6-8 July

Arts & Crafts Market
Wokingham, Berkshire
11 July

Summer Craft & Gift
Marquee
St Helen's, Lancashire
16-20 July

Polly & Palomas
Handmade
Happenings
Broadstairs, Kent
20 July

Quality Handmade
Craft Fair at Tissington
Ashbourne, Derbyshire
27-28 July

Summer Festival
York Guild Hall Craft
Collectors & Gift Fair
The Guild Hall, City
Centre, York
28 July

Mini baking boom!

According to *Mintel* research we are a nation of mini bakers! Towering, three-tiered treats have been toppled as our preferred bakes, in favour of cake pops, muffins, macarons and other ickie delicacies. So big is the baking trend that small cakes, say the experts, are now booming in business with a market value of £492 million!

BASKET ART

MARY BUTCHER, crowned Craft Skills Champion 2013, is our one to watch this month. Artist and basketmaker Mary is the creator of beautiful sculptural designs and was awarded her very prestigious accolade by the Prince of Wales! Mary, also a lecturer, curator and author, was commended for her "long-standing work in developing others' craft skills". Good work, Mary!

Talent
SPOT

One of Mary's
gorgeous designs -
check out more at
marybutcher.net



TOP TREND ✓ TOP TREND ✓ TOP TREND ✓ TOP TREND ✓ TOP TREND ✓ TOP TREND

NEEDLE-FELTING

NEEDLE-FELTING is becoming big news! Currently cropping up in all manner of makes including home furnishings and fashion, the pages of Pinterest are filled with needle-felted fancies! Stay tuned for more fab needle-felting projects, like our fruit from last issue, to tuck into...



etsy.com/shop/bondurmountainart



Dear Craftseller

Send us your latest crafting and selling stories and if we print yours, you could win a StickyTiger prize!

Jos' updated Craftseller design is fab!



Have made got any owl-themed crafts? Send us your photos

Stash buster

I LOVED THIS OWL doorstop from issue 8, designed by Jess Byrne. I took a look in my stash and found William Morris fabric, buttons and Suffolk puffs I'd made over the winter, so I started making. Then I sold them at Hoo Village Institute Craft Fair. I've learnt so much from *Craftseller* – it's useful, and enthusiastic, it always gets me thinking.

JOS THOMAS, BY EMAIL

Ed: Your owls look great, Jos, we love the William Morris fabric. Well done on selling them all, too!

Like mother...

MY DAUGHTER AND I just started selling my crocheted and knitted baby items at local craft fairs. We also decided to set up an Etsy shop called Vickyannstitches and our Facebook page, V.A.st (Vicky Ann stitches), is going strong. We recently subscribed to *Craftseller* and can't wait for every issue, filled with ideas for ways we can expand.

VICKY, BIRMINGHAM

Ed: What a great mother-daughter duo! Good luck with expanding your range and selling your crafts.



Vicky and her daughter love working together

CRAFTY BLOG



[aspoonfulofsugar
designs.com](http://aspoonfulofsugardesigns.com)



This mother and daughter team from Perth, love to share their projects and recipes and I love reading them! They cover all sorts of techniques so there is always something new to try your hand at and bags of inspiration! Thanks Lisa and Sarah.
SONIA ALI, SOLIHULL



Cocktail Hour

AS YOU CAN SEE I have been busy making the most of the gorgeous cocktail paper collection from issue 20. This is a birthday card and gift tag set that I made for my sister-in-law. I really enjoyed making them and I know she'll love them both as she really loves homemade crafts.

LISA SAUNDERS

Ed: Sounds like your crafts are going to a good home, Lisa. It just goes to show that our papers are great any time of year.

START EARLY

Star
LETTER

JUST RECEIVED MY FIRST copy of my subscription to *Craftseller* and I love it to bits. I have attached a photo of my version of the Dandy Deer and his friends. I think the two reindeer will be popular for Christmas. I can't wait to start making the other projects.

CHRIS GAMBLE, DONCASTER

Ed: Your trio of deer look fantastic, Chris, we agree the reindeer will go down really well at Christmas, make sure you sew plenty of them!



Chris is planning ahead for the busy Christmas season

Star letter prize!

This month our Star letter writer wins £45 worth of vouchers for stickytigersupplies.co.uk



Cristina used an Irish quilt technique to decorate her cushion

Real artist

I HAVE ALWAYS BEEN a frustrated artist – very creative, but easily distracted by new skills, I rarely finish two products! While I was pregnant I learnt all sorts of fabric skills, and I've now started to promote them by creating my business, theoddoneoutcpv.weebly.com. I do still get distracted, especially by my baby, but your magazine always arrives just in time to give me the focus and perspective I need.

CRISTINA PAVIA VILA, THE ODD ONE OUT

Ed: We're always on hand when you need support, advice and inspiration online and in the mag. It doesn't look like you need our help though, Cristina – your cushion is fun and professionally finished!

CRAFTY TALK



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

The crochet bunny has been the perfect project post hospital, adorable!
@SCRAPPYALICE

A bit of Father's Day crafting with my @CraftsellerMag goodies!
@CRAFT_CARNAGE

Just learnt to crochet, wonder if I can manage these adorable owls?
EMMA DAWSON

Just made the dandy deer! I want to make a forest full of them now!
@PRINCESSIGABOO

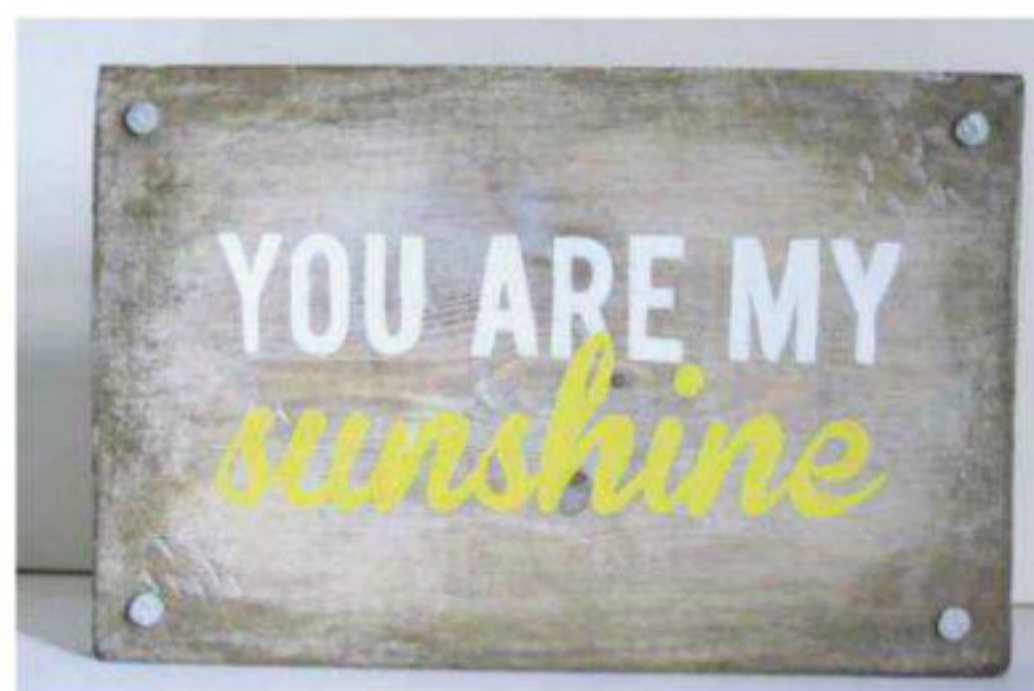
Love Mummy Makes. My daughter had me making a finger puppet.
VICKY WAN

Citrus style

YOUR MAGAZINE HAS REALLY inspired me to get my craft business up and running. I've refined my products, promoted my name and set up an Etsy shop, I've even booked my first craft fair. I enjoyed reading your new-style mag and the Citrus mood board inspired me to hand-paint this wooden sign (which has already sold!) Thank you!

JENNI CABRELLI, CABRELLI DESIGN

Ed: What a chic make – we love your laidback style!



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yourletters@craft-seller.com



Dear *Craftseller*, 9th Floor,
Tower House, Fairfax
Street, Bristol BS1 3BN



Eden

Japanese blooms and Victoriana-style botanical prints are everywhere, so take some inspiration for your crafting...



9



10



11



12



13

1 Jasmin Star, sweetandsaucyshop.com 2 Hot pink luxor foam roses, £4, Easyfloristsupplies.co.uk 3 Lily Bangle, £14, monsoon.co.uk 4 Teal floral iPhone Case, £29.43, CarolynCochrane.etsy.com 5 Orla Kiely, House for Harlequin Rhododendron Wallpaper, £49, johnlewis.com 6 Selection of tea sets from debenhams.com 7 John Lewis Fleur Outdoor Lantern £20, johnlewis.com 8 Lime Green Rose Paper Lampshade, £4.95, dotcomgiftshop.com 9 Dynasty Print Maxi, £189, monsoon.co.uk 10 Set Of 4 Paper Swallow Decorations, £4.95, dotcomgiftshop.com 11 Tatum A Liberty Art Fabrics, £22, liberty.co.uk 12 Cole & Son Hummingbirds Wallpaper, £98, johnlewis.com 13 Manos Del Uruguay Fair Trade Silk Blend in Pisces, £16.49, artesanoyarns.co.uk 14 Oleandro yellow lace earrings by Tita Bijoux, £50, boticca.com 15 Aspidistra Floral Ribbon in Green Mangetsu, \$59.99, save-on-crafts.com 16 John Lewis Bracken Armchair and Botanist Glassware, johnlewis.com

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16

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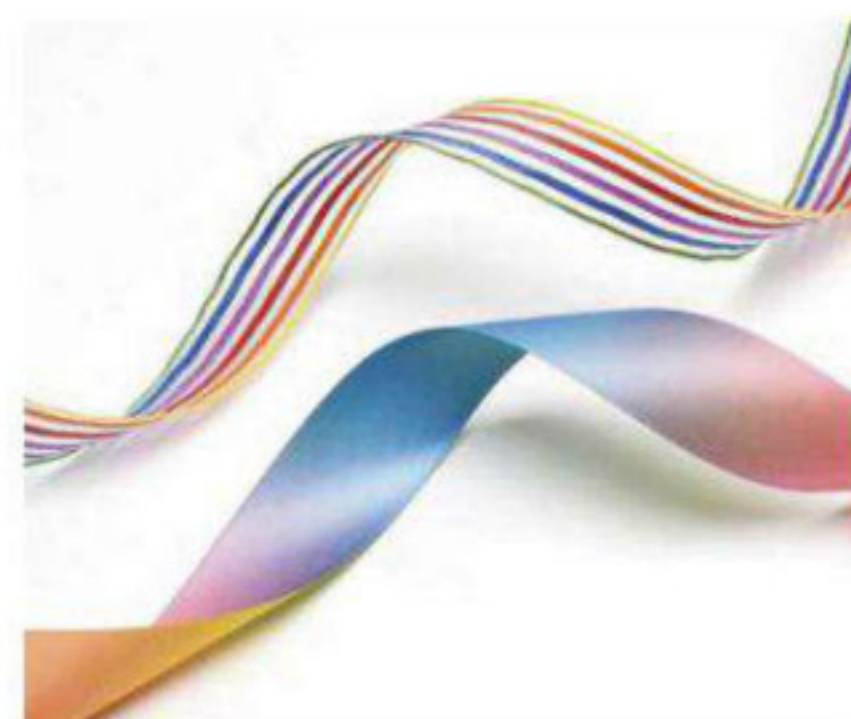
For your nearest stockist and expert advice, please contact
Silver Viscount on 01933 311888 or enquiries@silverviscount.co.uk

Stash it!

Inspiring ideas for your crafty makes



Gütermann Sew-All **Neon Thread Pack**, £13.50, email Gutermann@stockistenquiries.co.uk, call 01453 883581 • Manos Del Uruguay, **Silk blend yarn** in Wild flower, £16.49, visit artesanoyarns.co.uk • 15cm square 100% wool **felt stack**, £20 for 20 colours, visit bloomingfelt.co.uk



Stampin' Up! **Classic Stampin' Pad**, £4.95 each, visit stampinup.com to find a demonstrator • Cotton Dots Small 14 Piece 5in **Patchwork Bundle**, £5.50, elephantinmyhandbag.com • Organza Oz Bright and Sunburst **Rainbow ribbons**, 5 rolls for £10, visit fantasticribbons.com



100% wool **felt stars**, £8 set of 20 colours, visit bloomingfelt.co.uk • Knit Pro Symfonie Wood Single Point **Knitting Needle Set**, £92.19, visit deramores.com • 417 Color Variations **stranded cotton**, 97p per skein, visit dmccreative.co.uk



From Russia with love

Perfect for the nursery, these colourful babushka dolls are
sure to attract lots of admirers **By Vicky Craxton**





How to make the babushka dolls

INFORMATION

Materials

- * Paisley-style print cotton fabric, 60 x 42cm (23½ x 16½in)
- * Beige and white mini polka dot cotton fabric, 25 x 25cm (10 x 10cm)
- * Red felt, 6 x A4 sheets
- * 20 x 20cm yellow felt (7¾ x 7¾in)
- * 10 x 10cm pink felt (4 x 4in)
- * 20 x 10cm brown felt (7¾ x 4in)
- * 10 x 10cm black felt (4 x 4in)
- * 10 x 10cm white felt (4 x 4in)
- * 42cm x 0.6cm yellow ric rac (16½ x ¼in)
- * 60cm x 0.3cm yellow ric rac (23½ x ⅛in)
- * 30cm x 0.6cm red ribbon (11¾ x ¼in)
- * 60cm x 0.3cm red ribbon (23½ x ⅛in)
- * Black embroidery thread
- * Yellow embroidery thread
- * Orange embroidery thread
- * Matching sewing thread
- * 2 x 1.5cm (½in) yellow buttons
- * 8 x 0.5cm (¼in) yellow buttons
- * 100g Polyester toy filling
- * 600g rice
- * 2 small plastic bags with handles
- * Sewing machine

Size: Doorstop: 27 x 14 x 9cm (10¾ x 5½ x 3½in), weight 700g
Mini dolls: 10 x 6 x 1.5cm (4 x 2¼ x ½in)

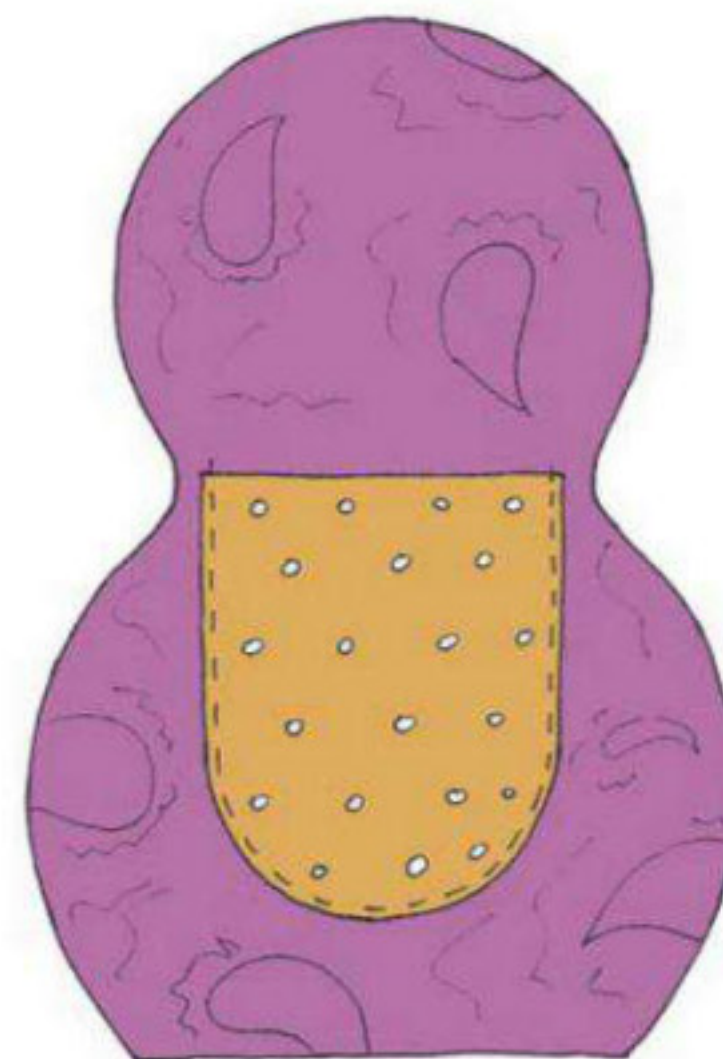
Skill level: Moderate

Full sized template:

Using the template on p102 cut 2 x Body in paisley, 1 x Apron and 1 x Base in polka dot fabric, 1 x Front Hood, 1 x Back Hood, 1 x Lips and 12 x heart in red felt, 1 x Head in cream felt, 2 x Cheek in pink felt, 2 x Eye in black felt, 2 x Shine in white felt, 1 x Hair in brown felt, 9 x Flower in yellow felt.

Small doll size template:

(Divide full sized template measurements by 2.5): Cut 8 x Body in paisley fabric, 4 x Apron in polka dot fabric, 4 of Front Hood, 4 x Back Hood and 4 x Lips in red felt, 4 x Head in cream felt, 8 x Cheek in pink felt, 8 x Eye in black felt, 8 x Shine in white felt, 4 x Hair in brown felt, 4 x Flower in yellow felt.



1 On the body, pin the apron in the middle and tuck in the edges as you do so to neaten. Sew the apron in place.

SELL MORE

Try making other products out of this doll pattern, charms and cushions would look great



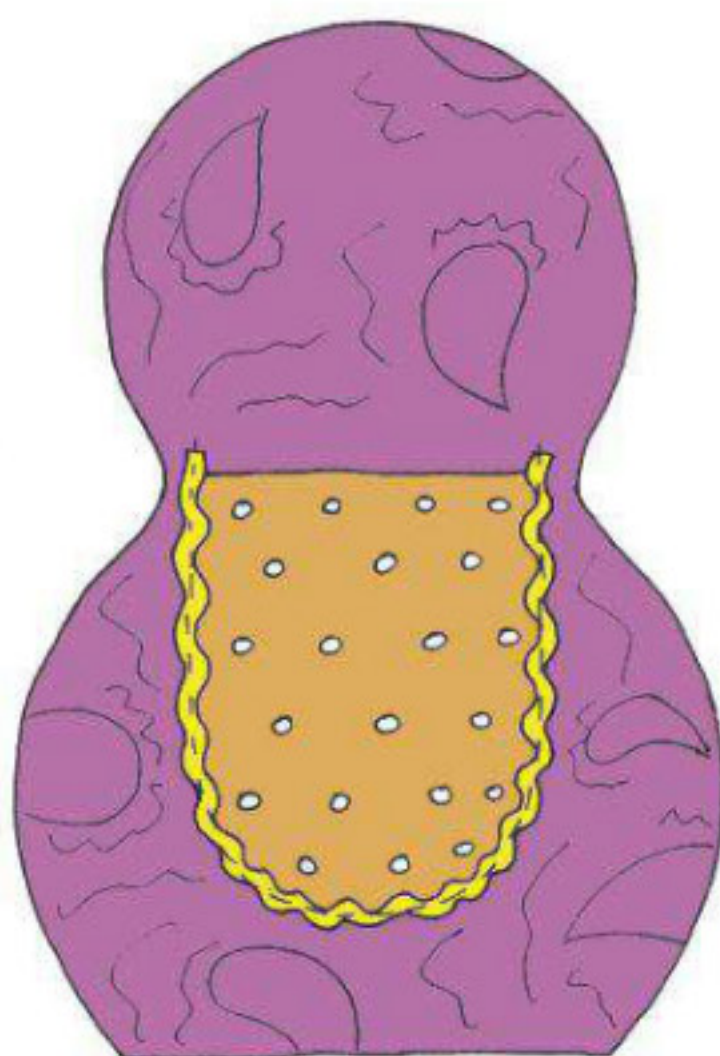
5 Attach the flower to the head, as shown in the photo using a single cross stitch with orange embroidery thread.

6 Sew the eyes, shine, cheeks and lips onto the face using an over stitch. Using black embroidery thread, sew two diagonal stitches at the side of each eye to create eyelashes.



7 Sew two yellow buttons down the middle of the apron. Use the 1.5cm (½in) buttons for the doorstop and the 0.5cm (¼in) buttons for the small dolls. For the doorstop, use the 0.6cm (¼in) ribbon and for the small dolls, use the 0.3cm (⅛in) ribbon. Tie the ribbon into a small bow and sew it onto the front hood.

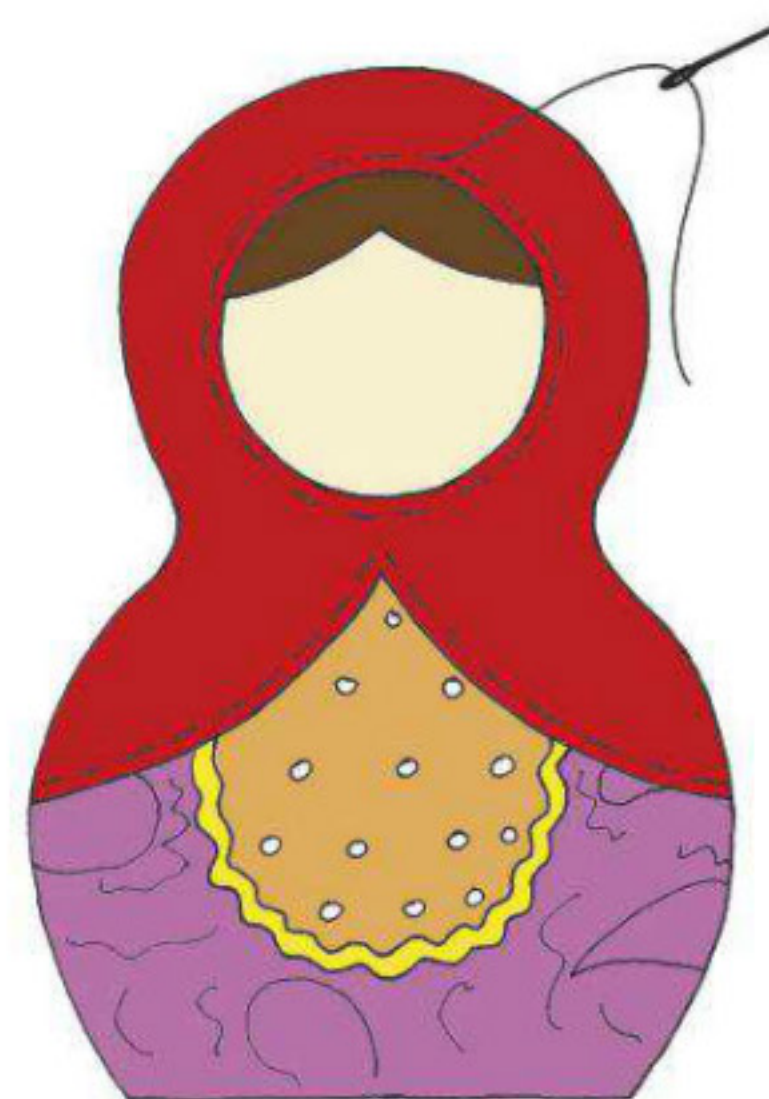
These adorable babushka dolls will add colour to any nursery and the friendly faces will win the hearts of your shoppers. Each doll has a brightly coloured hood, adorned with a hand-stitched felt flower, a sweet detail that adds summer fun to the make. This kind of folksy fabric make is very popular, so your finished Russian dolls will be a good addition to your range. Boost your sales by adding photos of your dolls displayed in a nursery setting, so that browsers can see them in use.



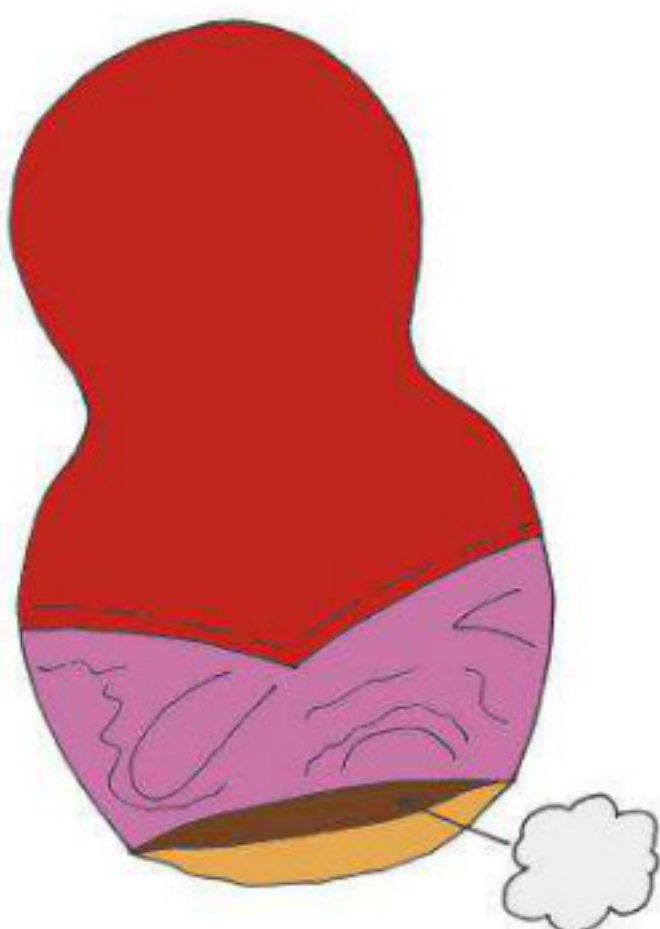
- 2 Pin the 0.6cm (¼in) ric rac so it covers the edges of the apron. Use the 0.6cm (¼in) ric rac for the doorstep and the 0.3cm (⅛in) ric rac for the small dolls.



- 3 Sew the head on the body, above the apron and so it is in the middle. Then sew the hair in place on the head.

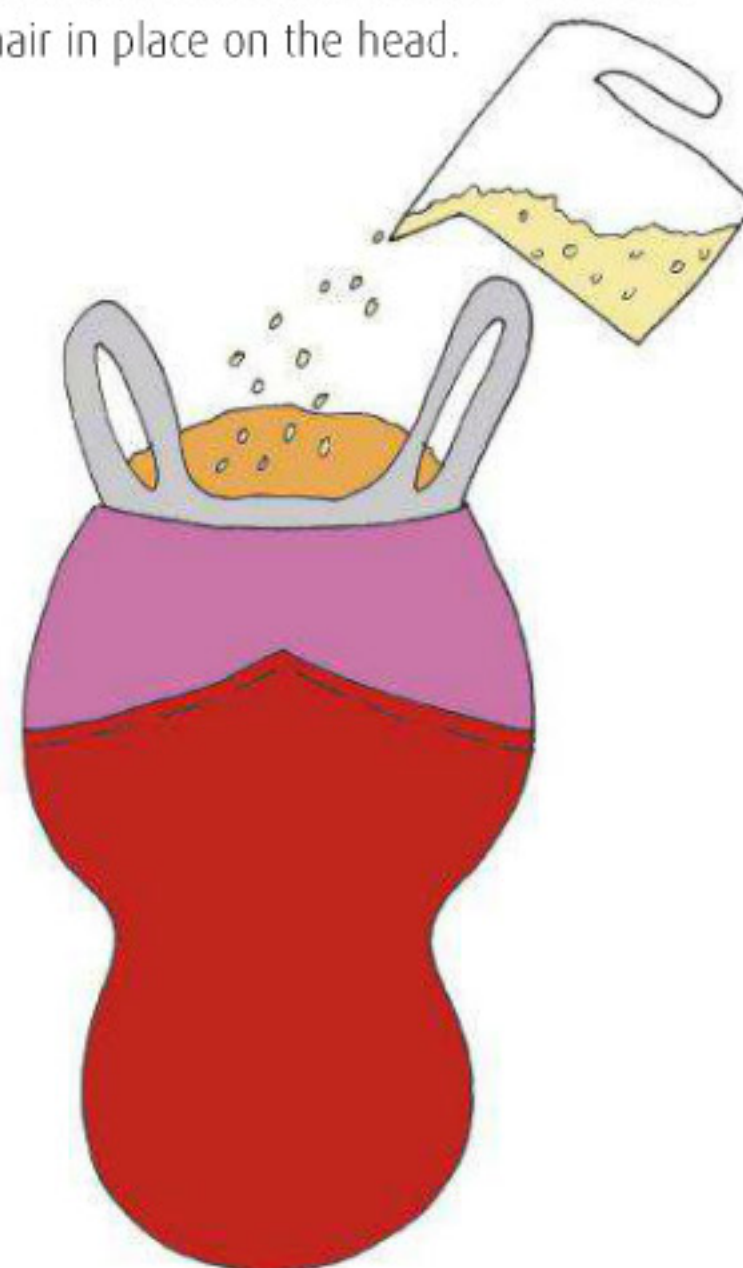


- 4 Pin the front hood to the body over the head and apron and pin the back hood to the other body shape. With the yellow embroidery thread, sew a running stitch along the bottom edges of the hoods and round the face.



- 8 Sew each front and back body together so they are wrong side out and leave the bottom open. Sew the front of the base to the front of the doorstep so wrong sides are out and the back is open.

- 9 Turn the doorstep and small dolls right sides out. Stuff the small dolls with toy filling and sew them up. If you need to secure the hood at the front, add a subtle running stitch along the edge with red thread. Half stuff the doorstep with toy filling.



- 10 Turn the doorstep upside down. With one bag inside the other, place them inside the doorstep with the handles sticking out the top. Pour rice into the bag to fill the shape of the doorstep and tie the handles into a knot. Push the knot to one side so the bottom is flat. Add some toy filling around the plastic bags and sew up the base. »

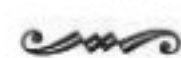


SAFETY FIRST This colourful make is likely to appeal to children make sure you sew the buttons and any other small parts on tightly and make sure any toy filling or rice is non-toxic and secure inside. **Remember, if you intend on selling them, even if they are not sold as a toy, there are strict regulations to adhere to. Visit craft-seller.com/free-downloads for more legal advice on child safety.**



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

Follow our handy hints to help sell your babushka dolls



1 Customise! Customise! Customise!
Offer different finishes so buyers can theme the dolls to their nursery scheme.



2 Make a mobile or create babushka bunting by stringing several dolls onto ribbon and stitching in place.

3 Get expressive. Change the eyes and mouths to create different looks on each doll to add a quirky element.

4 Be creative with props and backgrounds when taking photos to help buyer visualise the dolls in situ.

5 Make into applique and add to cushions, cards and bags to create a range of cute folk-style items.

6 Dig out your findings and make mini matryoshka dolls to create phone charms, keyrings and brooches.

7 Add a name tag to each doll or even offer to stitch the name of the child who'll own it onto the large doll. You can charge extra for this, by the letter!

8 Give the dolls an international make-over by theming fabric and colours to different nations' flags (think Stars and Stripes, Tricolour, Union Jack etc).

9 Make the dolls your 'cover star' by using them as your web shop background picture or board cover on Pinterest to garner more interest.

10 Tag smart - babushka dolls are also known as Russian, matryoshka and nesting dolls - so don't miss out on potential sales with sloppy tagging.

NOW SELLING ON...



Folksey: Babushka Keyring £4
by Handmade By MK



Etsy: Matryoshka Doll Rattles by Two
Stray Cats £11.59 for two



Wow Thank You: Lavender Sachets by
Beledien Handmade £7.50 for two

Summer Offers

UK Dealers

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A Coates Sewing Machine Unit	Borders TD14 5DH	01890 750349
David Drummond	Edinburgh EH12 5HD	0131 5397766
ESC	Keith AB55 5HF	01542 887000
Karelia House Ltd	Perthshire PH15 2LS	01887 822027
N J Sewing	Palmont FK2 0JF	01324 711333
Pemberton's Sewing Machines	Stirling FK8 1HA	01786 462993
Quilt Creations	Inverness IV1 1EP	01463 719369

North East

Singer Sewing Centre	Whitley Bay NE26 2SY	0191 2525825
Tully's Sewing Machines	Sunderland SR1 3JG	0191 5657995
The Fat Quarters	Newcastle upon Tyne NE17 7TN	01207 565728

North West

Affordable Sewing	Wirral CH46 9QA	0151 677 7755
Bamber Sewing Machines Ltd	Eccles M30 7HY	0161 707 7786
Hobkirk's Sewing Machines Ltd	Blackburn BB2 2AJ	01254 693555
Hobkirk's Sewing Machines Ltd	Bury BL9 0LQ	0161 7644450
Lord's Sew Knit Centre	Accrington BB5 3DE	01254 389171
R&T Machines (Domestic Sales)	Blackburn BB1 2AL	01254 52063
Superior Sewing Centre	Cumbria CA3 8PW	01228 599680
Temptations	Lancaster LA2 7HQ	01524 261868
The Quilted Sheep Ltd	Cumbria LA7 7PN	01539 565800

Yorkshire & Humberside

Gillies Fabrics	York YO1 8SW	01904 626244
Grimsby Sewing & Knitting	Grimsby DN32 9DR	01472 343921
Howdens Sewing Machines	Huddersfield HD1 6BL	01484 516700
Sewing Machines and Crafts (Crafts Upstairs)	Keighley BD21 1AD	01535 609466
UK Sewing Machines & Fabrics	Durham DL3 7JY	01325 463630
Woodseats Sewing Machines Ltd	Sheffield S8 0RY	0114 255 2822

Midlands

Brewers	Wolverhampton WV2 3AF	01902 458885
Couling Sewing Machines	Lincoln LN5 8AW	01522 521841
Creative Hands 2	Worcester WR1 2LU	01905 24940
DC Nutt Sewing Machines	Walsall WS3 3SS	01922 497603
E L Grain	Nottingham NG6 8UY	0115 927 1155
F L Nutt Sewing Machines	Birmingham B14 7AA	0121 444 3978
GUR Enterprise (UK) Ltd	Birmingham B19 3QN	0121 3597440
L & M Nutt Sewing Machines	Birmingham B73 5BS	0121 3735497
Leamington Spa Sewing Machines Ltd	Leamington Spa CV32 4RA	019264 27572
Sewing Machine Centre	Shrewsbury SY1 1XJ	01743 343902
The Haberdashers Hub Ltd	Nuneaton CV11 4AD	02476 384440

East Anglia

Beccles Sewing Machines	Beccles NR34 9TB	01502 714234
Bedford Sew & Knit Limited	Bedford MK41 7LE	01234 217096
Franklins Group Limited	Colchester CO2 7DU	01206 563955
Franklins Group Limited	Ipswich IP1 3EL	01473 221188
Franklins Group Limited	Chelmsford CM2 0LG	01245 346300
Sew Creative	Cambridge CB1 1LD	01223 350691
Sew Creative Bury St Edmunds	Bury St Edmunds IP33 1NE	01284 755459
Sew Creative Norwich	Norwich NR3 1LE	01603 305888
Sew Northampton	Northampton NN1 4DX	01604 637200

Wales

J & B Sewing Machine Co Ltd	Newport NP19 4SY	01633 284646
Sewing Machine Direct	Wrexham LL12 0PJ	08000 925215

South East

Art of Sewing	Eastleigh SO50 5LD	02380 650608
Ashford Sewing Centre	Ashford TN23 1JH	01233 620948
Brighton Sewing Centre	Brighton BN1 1YD	01273 621653
C & A Sewing Machines Ltd	Cranleigh GU6 8NE	01483 267777
CCB Sewing Machines	Rochester ME1 1HS	01634 841597
Cooper Sewing Machines Ltd	Borehamwood WD6 1FJ	0208 2361520
Dowlings	Wickford SS11 8YJ	01268 562022
Fabrications	Hackney E8 4PH	0207 2758043
Fareham Sewing	Fareham PO16 0EH	01329 234641
GTS Sewing Machines	Barbury OX16 9PQ	01295 701384
Lewisham & Deptford S/Mcs	London SE8 3NT	0208 692 1077
Maidstone Sewing Centre	Maidstone ME14 1ED	01622 670254
Regent Sewing and Knitting Ltd	Ilford IG1 2AG	0208 4780669
Rona Sewing Machines	Waltham Cross EN8 7BX	01992 640250
Sew Devine	Reading RG6 1JQ	0118 926 8664
The Sewing Centre	Battersea SW11 3BP	0207 2283022
The Sewing Shop	Canterbury CT1 2HX	01227 457723
Theobalds	Luton LU1 5AA	01582 720332
Tyson's Sewing Machines Ltd	Southall UB1 3DA	0208 5741750
Tyson's Sewing Machines Ltd	Hounslow TW3 1MW	0208 5706790
Woking Sewing & K/M Centre	Woking KT15 3NY	01932 352958

South West

Caffle Crafts	Weston Super Mare BS24 6SE	01934 838327
Direct Sewing Machines	Redruth TR15 2DY	01209 216942
Exeter Sewing Machine Company	Exeter EX1 2LD	01392 275660
Franklins Group Limited	Salisbury SP2 7SU	01722 554466
The Stitch Academy	Taunton TA1 1NZ	07547 006618
Bredons	Taunton TA1 3NB	01823 272450

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I'm a royal crafter!

With the Brit brand stronger than ever, Mary Fellows' love of all things royal has seen her sales soar **by Caroline Sutton**

Mary has commemorated every royal event in the last few years in her designs on tea towels, mugs, cufflinks and aprons. These are not cheesy souvenirs but contemporary, celebrations of modern-day royalty in a vintage-chic style that sell in Heal's, John Lewis and Harrods as well as many smaller shops.

"Royalty has become cool again," says Mary, 44. "It's thanks to our royal couple Will and Kate, the personality of Prince Harry, the celebration of the Jubilee and even the Olympics last year. It's OK to be proud of our heritage again."

"I've always loved the trappings of royalty – the regalia, the adornment, the ritual. The diamonds on the crowns – who doesn't like diamonds? I think British people have become prouder recently of the country and of our royalty."

"There was a time when the Union Jack was considered a bit nationalistic. I don't think that's the case anymore. Thanks to the sporting and royal celebrations the last two years the Union Jack has been rediscovered as something to be proud of."

"For a while, everything has been covered in Union Jacks in the shops and while that trend will move on, there is a subtle part left which shows that people feel good about the Royal Family again. Its associations, such as the Union Jack, will remain for quite a while, I think."

"My royal connection goes back a long way – to when I started designing in

the 90s. After college, I decided to set up on my own so I applied for a loan from the Prince's Trust, which is a charity set up by Prince Charles to help young people.

"I was given a grant for £1,200 which was enough money to buy a kiln. It made such a big difference to me. I was only 21 and I didn't have rich parents or a rich husband behind me to help me start up. The charity also appointed an adviser who helped me get ready for my first trade show, which

I crafted cufflinks to commemorate Prince Charles' meeting with Nelson Mandela

was invaluable support. It was during a trade show at the NEC in Birmingham that I met Prince Charles. He was very nice and asked about my work. Not long after that, I was asked to produce some cufflinks for the Princes' Trust to commemorate Prince Charles' meeting with Nelson Mandela during the South African president's visit to the UK. I made one with the Union Jack and the other with the South African flag.

"Over the years, I've usually created a product to coincide with each specific royal event. So we had a mug for William and Kate's wedding in 2011, which sold

really well. Then I designed a mug for the Golden Jubilee and I've also produced one for when the new royal baby is born.

"We don't know what the name will be yet so I've had to make up a choice of a boy and a girl's name for the samples. I've used James, if it's a boy and Mary if it's a girl – that would be a lovely name."

"We also produced a personalised mug for my daughter Lola's school for the Golden Jubilee last year. I license the designs to a company called McIlgan Smith Mugs who sell them all around the world. They are very popular in Australia and the Americans still love products that are made here, in Britain."

"It's still absolutely true that people all around the world love to buy British-made products. They like the idea of the Royal Family but I think it's more than that. British products are known, globally, as good quality and people like the fact that small companies and craft companies sell items that are not mass-produced in India, where workers are often exploited. It's important to a lot of people to know the things they buy are ethically produced."

"It's something that's really key to me. I try very hard to buy ethically, locally if possible – we're very lucky in Lewes that there is a huge number of independent, local food shops and I do my best to use them and not the big supermarkets."

"The ethos I have around my own consuming is central to my company, too."



Clockwise from left: Mary's love of regalia punctuates all her designs; creating mugs for royal events is big business; Mary's old school Brit style makes her a favourite with the US and Australian markets; keen to maximise on the popularity of our favourite royals, Mary's prototype mugs for the royal baby were ready to go as soon as the pregnancy was announced!





Clockwise from top: Tea towels are a perpetual best-seller; mugs for family members are always popular; Mary models her own apron

I use UK companies to produce my products now – I used to do it all myself but things have changed and it is better business for someone else to produce some of my range. However, I still design and create personalised products as well as the mugs and prints. Sadly, although I use a Stoke company for the mugs I produce here, some of the porcelain comes from China. But hopefully the pottery industry will pick up again and I'll be able to say all my products are totally sourced in the UK.

"I think another reason the royal products do well is that they are current and time-linked, in the same way as my personalised or seasonal products.

"I've been making mugs for 'Mum', 'Dad', 'Granny' and so on for over 20 years – they are personal, without being personalised and every year they do well

around the time of Father's Day, Christmas and so on. My cufflinks with 'Best Man' and 'Father of the Bride', continue to do well as they are items for a particular event.

We're proud of the Union Jack and feel good about the Royal Family again

"As a craft business, these events give people a reason to buy your product. I always think commercially about my work, as well as being true to myself with my designs. When I look at my work, my absolute favourite is the tea towel with the 'It's a beautiful day' slogan. It also happens to be my best-selling tea towel." 

Mary Fellows' tips for 'Brand Britain'

Keep customers informed

British-made products will always be popular as people associate them with good-quality, well-sourced producers. Ensure you can explain where you source your raw materials. If you have to charge more, consumers will understand they are buying an ethical product.

Think ahead

Plan ahead for royal or national events. I designed my royal mug as soon as the news of Kate's pregnancy was announced. Throughout the year, there are events you can tap into, whether it's the wedding season, Christmas or Father's Day. Think about when people buy gifts.

Join the online marketplace

British-made goods are really popular in the US, Australia, Canada and Japan – especially around a royal occasion. Selling online means you can reach those markets more easily than ever.



Mary Fellows

To browse Mary's range of souvenirs visit Maryfellows.co.uk. For more info on the Prince's Trust visit princes-trust.org.uk and to buy Mary's mugs visit msmugs.com

MAKE A
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30-minute make

This clever little giftcard is an original way to show off your paper skills.
Mix up your patterned papers for an eclectic look

By Annie Bellamy

INFORMATION

Materials

- Black inkpad
- Card
- Glue
- Craft knife
- Bone folder or equivalent
- Reusable DDE Happy Place paper pack & journaling cards, both from digitaldesignessentials.com

Size: 10 x 18cm (4 x 7in)

Skill level: Easy

1 Purchase and download the papers and cards, and print out a selection of designs. Cut the gift card holder from white card using the template on p102.

2 Cover the surfaces with different patterned papers, trim edges. Add a strip and a square of paper across the pocket. Ink the edges to define.

3 Round the top corners of the holder, then fold card into shape using bone folder to score and fold. Glue together and leave to dry.

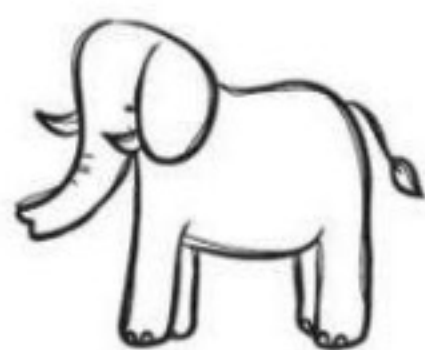
4 Cut out a rectangle of card 8.5 x 15cm (3 1/4 x 6in) and cover in patterned paper.

5 Cut a strip of paper and stick across the middle of the card. Print a journaling card and add to the front.

TOP TIP

Once you have downloaded your papers you can use them again and again – so choose wisely!





Never forget

We all know elephants never forget – so what a great little motif for a photo album full of memories! **By Jess Byrne**

INFORMATION

Materials

- Photo album
- Felt to cover the outer and inner cover of your album
- Scraps of felt for the balloons, elephant and nameplate
- Matching embroidery threads
- Approx 50cm (20in) ribbon
- 2 round brads (optional)
- Hot glue gun

Size: Varies

Skill level: Easy

How to make the album

- 1 Take apart your photo album as best you can. If your album will not separate, fold it out and cover the whole album as one piece.
- 2 Cut felt to fit the front cover, back cover and spine, leaving 2.5cm (1in) around each edge. Cut felt to fit the inside covers exactly. Make sure the pattern will be the right way up when the album is open.
- 3 Using the templates on p102 cut an elephant shape and ear from grey felt. Cut nameplate from white felt. Position the elephant and nameplate on the piece of felt for the front cover and sew in place with a whip or straight stitch. Sew on the ear and an eye using small straight stitches.
- 4 Sew a name on the nameplate using large straight stitches. Add two circular brads to the edges of the label. Cut heart shapes from scraps of felt. Glue in place.
- 5 Take a six-strand piece of white embroidery thread and knot it at one end. Attach it from the back to the front of your felt, near the elephant's trunk, as shown. Divide it into six strands and secure each strand near where the hearts sit, to create your balloon strings.
- 6 Place the front felt piece face down, put album cover face down on top. Snip away small triangles from each corner. Hot-glue each flap to the back of the album cover, ensure it is tightly secured. Glue the inside cover felt piece in place. Repeat with the back cover and spine (if applicable).
- 7 Leave to dry and put the album back together again. Take your ribbon and cut in half. Glue one end to the front inner cover mid-way down. Cut a heart from a piece of felt and glue on top of the ribbon. Repeat with the back cover. When dried the ribbon will tie to hold the album closed. 



This cute elephant cover transforms a dull photo album into a cute gift to be treasured – brilliant for baby showers or as a memento filled with special snaps. You can offer to personalise the cover with a name if you are selling online, or if you sell at craft fairs, use a generic message like 'Our Baby' or 'With love'. You can even choose to miss the nameplate out altogether to save a bit of time on production, or use the space to create your own appliqué design. Pick up a cheap and cheerful photo album at discount stores – remember that it doesn't matter what the cover looks like – it'll be completely hidden by your handiwork!



Life's a beach

Buyers will be all set for summer fun with this practical, waterproof beach bag and mat inspired by vintage deckchair prints **By Jane Tooze**





INFORMATION

Materials

- * 2m oilcloth - 1.5m (60in) wide from dottybrown.com
- * 2m cotton canvas - 1.5m (60in) wide from dottybrown.com
- * Cotton thread
- * Scissors
- * Pins

Size: Mat 76cm x 154cm
(30in x 57in)
Bag: 63.5 x 40.5cm
(25in x 16in)

Skill level: Moderate

With this combo, you can cater for all your shoppers, whether they are heading on holiday, or simply want something for picnics or festivals. This practical bag is made from oilcloth making it waterproof on the outside with a hard-wearing cotton canvas lining to withstand sand and wet swimwear. The matching beach mat is backed with oilcloth fabric too - perfect for a spot of sunbathing. With a retro-style deckchair stripe on the outside and beach hut fabric as the lining, it's big enough for beach gear, with buckets of room for a picnic too!



How to make the beach set

How to make the beach mat

1 Cut one length 84 x 152cm (33in x 60in) from each of the two fabrics. This allows for a 3.75cm (1½in) turning for all the hemmed edges, it is also based on the oilcloth being 152cm (60in) wide.

2 Lie the two fabrics together with wrong sides facing and pin along the edges. Pin diagonal lines across the fabric at 12.5cm (5in) intervals to mark the direction you'll need to follow and sew along pins. Repeat the other way. This creates a crosshatch pattern and gives the fabric strength.

3 Cut out the tie pattern piece. Fold the length of fabric in on itself so there are no raw edges showing and top stitch along the length of the tie. Neaten off each end.

4 Cut the tie in half and place one half at the centre at each end of the mat. Fold and hem one end of the mat and sew in the tie. Repeat for the other end. Fold and hem each side of the mat.

5 The sewing machine may not go over the thickness of the oilcloth, so blanket stitch by hand the edges of the hems. Roll up the mat and tie it together.

How to make the beach bag

1 Using the templates on p102 cut out two bag shapes in oilcloth. Cut out two bag shapes in cotton canvas. Cut one bag base in each of cotton canvas and oilcloth.

2 Sew together the bag shape in oilcloth (right sides together) with a 1.5cm (¾in) seam and turn the right way.

3 Along the seam at the base of the bag, sew along seam allowance from the bottom 10cm (4in) up both sides of the bag to give the base some strength. Pin in the oilcloth oval base and stitch.

4 Repeat the last steps with the cotton canvas fabric. The lining and the main body of the bag are now complete.

5 Cut out handles measuring 6.5 x 51cm (2½ x 20in): two oilcloth lengths and two canvas lengths. Take one of each, place them right sides together, stitch and turn to the right side. Repeat for the second handle.

6 Top stitch the handles and press (on the fabric side). Place the lining inside the main body of the bag (wrong sides together) and turn over the top edges of the bag to create a neat finished edge.

7 Pin each of the handles 15cm (6in) in from the seam (or position them where you would like). Pin the lining to the oilcloth, sandwiching the handles between the oilcloth and the lining.

8 Cut out tie fabric 2 x 51cm (¾ x 20in). Fold the length of fabric in on itself so there are no raw edges showing and top stitch along the length of the tie. Cut the tie in half. Sandwich each half between the lining and the oilcloth (each side of the bag, centrally between the handles). Top stitch around the bag to secure all handles, ties and lining.

NOW SELLING ON...



Etsy
rbtbags on [etsy.com](https://www.etsy.com/uk/shop/rbtbags)



Not On The High Street
The Garden House on [noths.com](https://www.notonthehighstreet.com/uk/the-garden-house)

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Ello, me ole china

A cross stitch pincushion in a chintzy teacup is just what you need to draw in the vintage crowd **By Anne MacGregor**

INFORMATION

Materials

- 15 x 15cm (6 x 6in) 28-count white evenweave
- DMC stranded cotton as listed in the key
- Size 26 tapestry needle
- Cotton thread for gathering
- Wadding for stuffing
- Small circle of felt
- Cup and saucer

Size: 15cm (6in) diameter

Skill level: Moderate

Upcycle a pretty teacup with this beautiful cross stitch roses design to create a desirable hand-sewn gift.

Perfect when perched on a sewing table, it's a really dainty piece that'll appeal to anyone with an eye for vintage style. Scour charity shops and jumble sales for cups and saucers – there are lots around now that we all like a big mug of tea! To save cash you can buy them singly or even use pretty sugar bowls and milk jugs. This whole project will cost just a few pounds to create, and with a little bit of stitching time, you'll be ready to sell!

strand of cotton. Check the key carefully to see which shade you need.

4 Stitch around the outside edge of your fabric using a small gathering stitch. Once you have stitched all around, pull the thread taut but leave a small opening. Leave your thread on the needle.

5 Stuff your pincushion as firmly as possible, then pull the thread tight and finish the rest of the thread securing the opening. Patch the opening with a small circle of felt, turn the right way up and place inside your teacup. Glue in place if you like.

How to make the pincushion

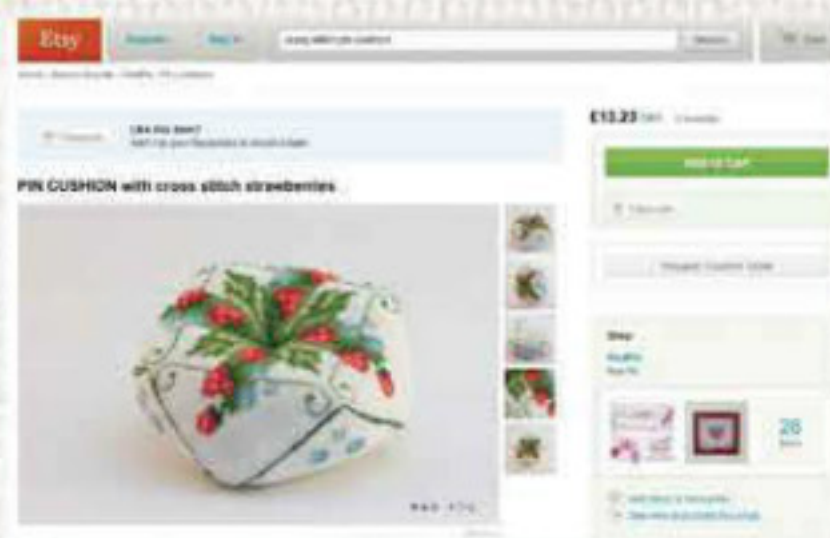
- 1** Cut your fabric into a circular shape measuring 15cm (6in) in diameter. It's a good idea to oversew the edges either by hand or machine to prevent fraying.
- 2** Find the centre of your fabric by folding it in half both horizontally and vertically. Follow the arrows on the chart to find the centre of the design and start stitching from here, working outwards.
- 3** Work the cross stitch over two threads of the fabric using two strands of cotton. Add the backstitch detail using one



TOP TIP

Glue the cup and saucer together to avoid it clattering about on a busy craft table

NOW SELLING ON...



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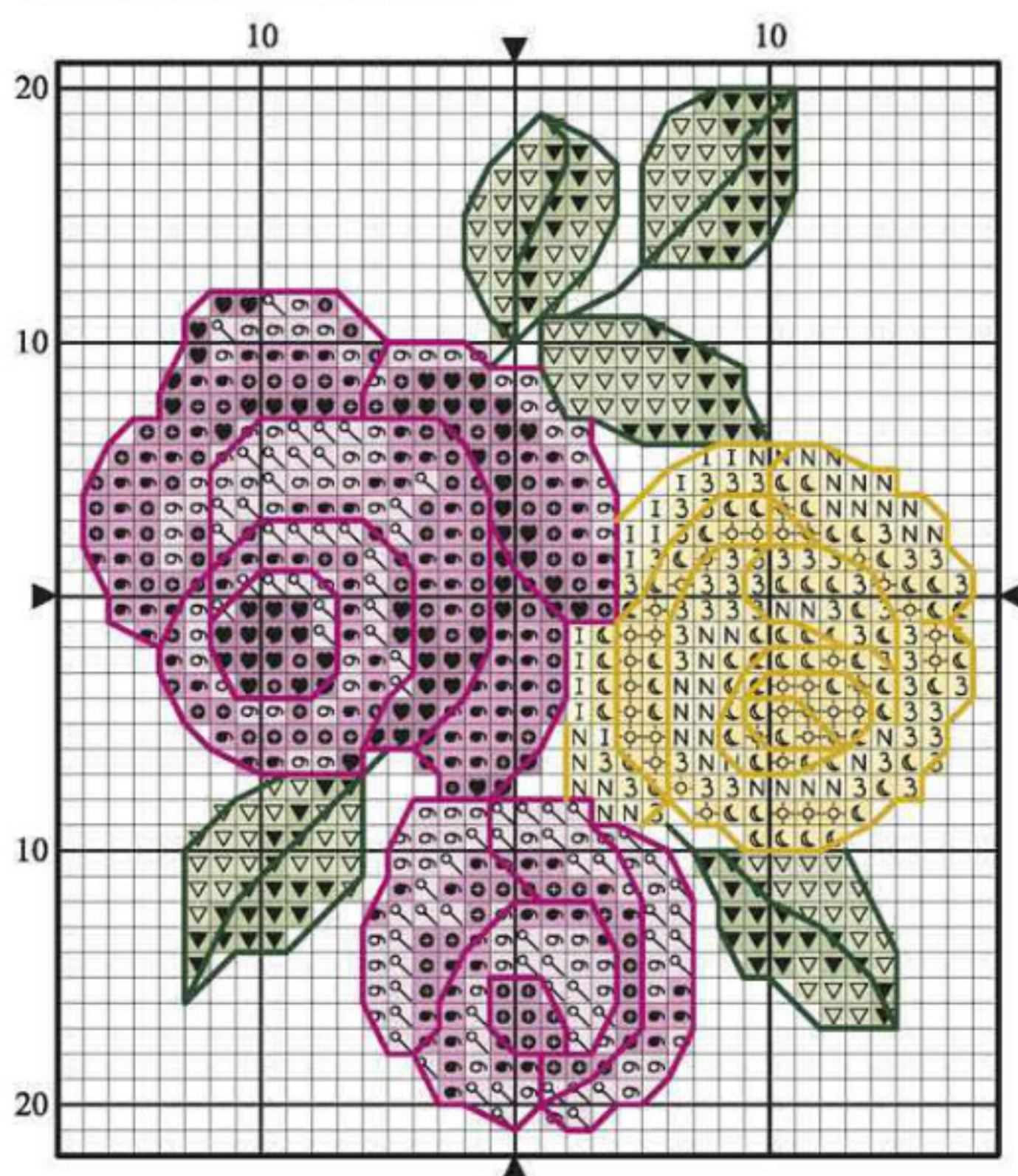


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PINCUSHION CHART



PINCUSHION KEY

Cross stitch in two strands

	DMC	Anchor	Madeira	Colour
	725	305	113	dark yellow
	728	298	107	very dark yellow
	744	301	112	yellow
	745	300	111	light yellow
	915	1029	705	very dark pink
	917	89	706	dark pink
	987	244	1403	green
	989	241	1401	light green
	3607	87	708	pink
	3608	86	709	light pink
	3609	85	710	very light pink
	3823	386	2512	very light yellow

Backstitch in one strand

	DMC	Anchor	Madeira	Colour
	319	1044	1313	dark green
	915	1029	705	very dark pink
	3852	306	2414	gold



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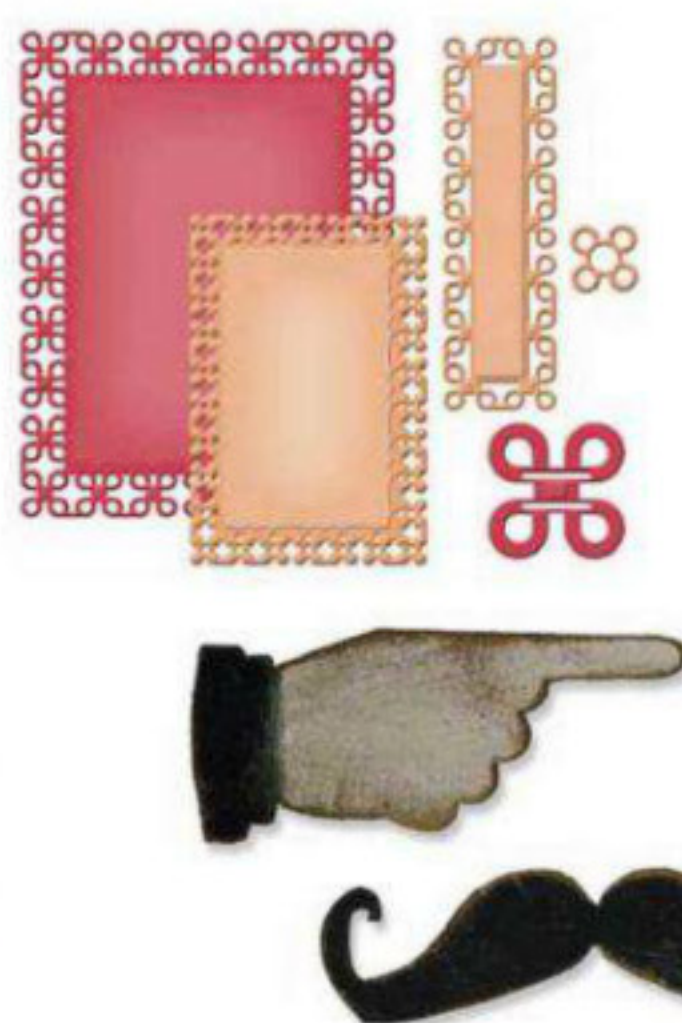
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Charming!

This dainty beachcomber bracelet makes the perfect holiday souvenir for buyers **By Juliet Browse**

INFORMATION

Materials

- 50cm (20in) x 1mm Stretch Magic bead cord
- 10cm (4in) Eco Nappa cord in Taupe Stingray
- 6 x silver-plated charm holders
- 7 x silver-plated small polished rings
- 2 x bead caps
- 4 x silver-plated heart charms
- 1 x Jungle Leaf charm
- 1 x Shamballa bead
- 1 x silver-plated ball pin
- 6 x silver-plated 0.5cm (1/4in) open jump rings
- Additional tools required: side cutters, round-nose pliers, Fevi Kwik glue (or Superglue)

Size: 22cm (8 1/2in)

Skill level: Moderate

These Spoilt Rotten beachcomber bracelets are a great summery addition to your range. The chunky chain is packed with intricate charms that will draw all types of customers so you can command a good price tag and a healthy profit. Display in a shell-and-driftwood setting, to keep the holiday theme. If you're selling at a market don't forget to wear one or two in different colours to show them off – they'll look great stacked on your wrist.

How to make the beachcomber bracelet

- 1** Thread one end of the elastic cord into one of the bead caps and tie a triple knot so that the knot sits securely inside the bead cap – the long end of elastic should be coming out of the small hole in the top of the bead cap. Check that the knot is large enough not to squeeze through the small hole in the bead cap and add a dab of glue to secure. Leave to dry.
- 2** Now thread on your rings and charm holders, alternating between the two and starting with a ring.
- 3** Next thread the elastic into the remaining bead cap from the small end. Pull the elastic a little bit tight and tie a triple knot and let it slip back into the bead



cap. When you are happy that the knot is large enough add a dab of glue, leave to dry and then trim any excess.

- 4** Once your glue is dry you can add charms to their holders using the jump rings. Add the Shamballa bead to the ball pin and use round nose pliers to make a loop to add to a jump ring (visit spoilrottenbeads.co.uk for detailed instructions on how to create a wire-wrapped loop).
- 5** Finally check the length of the bracelet (remember that the elastic will stretch a little as you pull it on), trim your Nappa cord as necessary and glue into the open ends of the bead caps. 

Buy it

You can buy the kit to make this bracelet from spoiltrottenbeads.co.uk for £8.95 or turn to p68 for the chance to win one!

10 Top tips for hot markets

Boost your earnings by branching out and targeting your makes at some of these new and exciting markets. **By Verity Gough**



Demand for Love Me Sew's crafty classes has surged

A good business person keeps an eye on new trends – simple tweaks to current designs can open up a whole host of new products and a brand new customer base to boot. From brides looking for something unique to tech-fans seeking quirky handmade accessories, whether you stitch, bake, sew or knit, there will be a way to create a whole new revenue stream. Your canny crafting might even become a brand new shop in its own right! Here's our pick of ten up-and-coming markets to tap into...

1 Weddings

"There is a real trend in the wedding scene for vintage-inspired and handmade items," says Linzi Loveland-Bromley who stocks pretty paper boats for wedding favours, cupcake toppers and other cute wedding supplies in her shop Luluandbell on folksy.com. "Make sure you know your market by reading wedding magazines, blogs and scouring Pinterest," she adds. And if you plan on selling globally, research is key: "This year the accent colour for US brides is mint," says Claire Ong, of BaloolahBunting on etsy.com, who sells her chic wedding decorations internationally. "And always package items beautifully to demonstrate your attention to detail, reflect your shop theme and make brides-to-be feel special!" She adds.



Pretty and unique: handmade wedding items are en vogue

Cool tech items are a fun new revenue stream for crafters



2 The US

Thanks to a certain Royal Wedding, the British brand is as hot as ever! "If you sell on Etsy a good proportion of your viewers will be in the US and you could be missing out by not offering international postage," says Lucy Ward of The Whistling Cowgirl (thewhistlingcowgirl.co.uk). "Americans are hot on customer service and favour pretty wrapping too – so send promptly and package beautifully to keep them coming back!"

3 Technology lovers

Modern life is awash with technology, so much so that demand for unique iPhone and iPad cases has rocketed. "When we first started selling our handmade gadget cases there was only a handful of people doing so. Over the last few years this number has boomed," explains Gemma Garner who owns Toggle (toggle.uk.com). "People want to buy products like these not only to protect their phones but to convey their own personality and sense of style too."



6 Crafting for crafters

Running crafty classes or creating kits for others to make up their own items is not only easy to do but is gaining in popularity. Yorkshire-based duo Love Me Sew (lovemesew.co.uk) have seen a rise in the demand for their Crafternoons and crafty hen parties: "People want something different and unique and craft offers lots of options as well as providing a fun alternative to what has been typically seen as an alcohol-based event, suitable for everyone – friends, mums and soon-to-be mother-in-laws!" says co-founder, Emily Carlill.

7 Kids

Cash in on the ever-popular demand for homemade children's items while ensuring you are complying with Toy Safety Standards. Button Bag's (buttonbag.co.uk) kits are a great example: "Giving a child something crafty is a great way for parents to feel like they are achieving a balance and kids love it too!" says co-founder Sarah Marks.



Button Bag's craft kits are a hit with kids and parents

9 Eco and upcycling

If there was ever a crafting zeitgeist then upcycling is it. Green & Present (greenandpresent.co.uk) sources some of the best pieces of upcycled furniture and home accessories out there. "Popular lines tend to be quirky and genuinely original products," says director Josh Cole. His top tip is to concentrate on originality: "Take inspiration but don't copy someone else's idea!"

10 Personalisation and customisation

If you don't already offer a choice of fabrics or finishes to your customers then you're missing a trick. "People want products that are unique," says Claire Barratt, founder of ClaireaBella (claireabelladesigns.co.uk) which creates customised bags and phone cases. So what's her top tip? "Make the purchasing steps easy and fun so customers aren't scared off by all the different options!"

ClaireaBella's customised bags tick the trend box



4 Men

It pays to add options for men to your stock, as Lou Annable from Bookity, on etsy.com, explains: "Women are always looking for unusual items for their partners, brothers and dads. I've had a lot of success with my Bookity cufflinks, which use real fragments of vintage books and maps." So think retro, nostalgia, cool colours and sharp lines to create items more likely to appeal to that male demographic.



5 Yummy Mummies

These lovely ladies know what they like and want their children to look the part. Mila Moo's (vintagestyleclothes.co.uk) gorgeous vintage-inspired nappy covers have been flying off the shelves. "My customers tend to be mothers aged 25-50. They are creative and style-conscious and don't mind spending money on quality, timeless fashion," says designer, Francesca Chetta. Appeal to this high-end market with quality, vintage, retro or Scandinavian-style fabrics.

8 Gardeners and nature lovers

With the grow your own revolution in full swing, the great outdoors is back in fashion. Jewellery-designer Sarah Brooks' (sarahbrooksjewellery.com) Natural collection is fast becoming her best seller: "My sterling silver Wellies and Watering Can pieces, designed for the gardener in your life, are really popular," she says. Think allotment chic and add wildlife motifs or flora and fauna fabrics to bags and purses, or create woodland-inspired designs to appeal to style-savvy customers with an eye on this trend as well as those who love for all things green.

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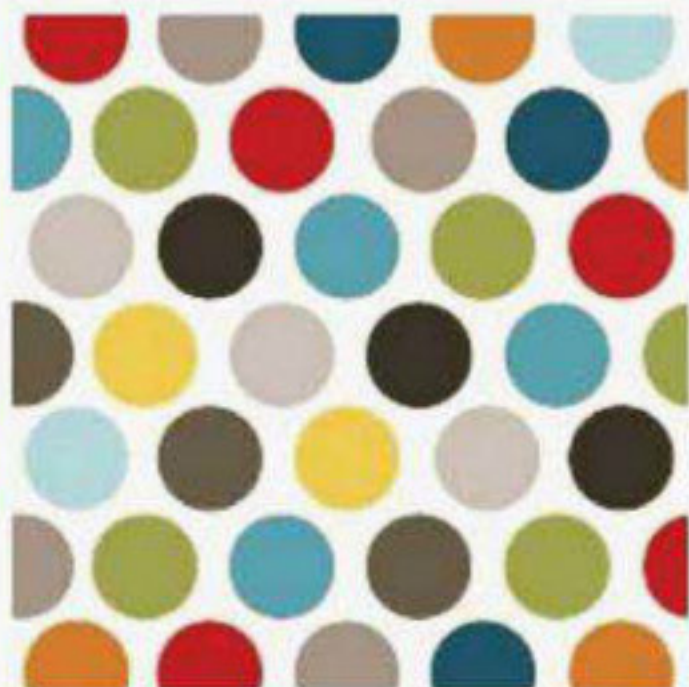
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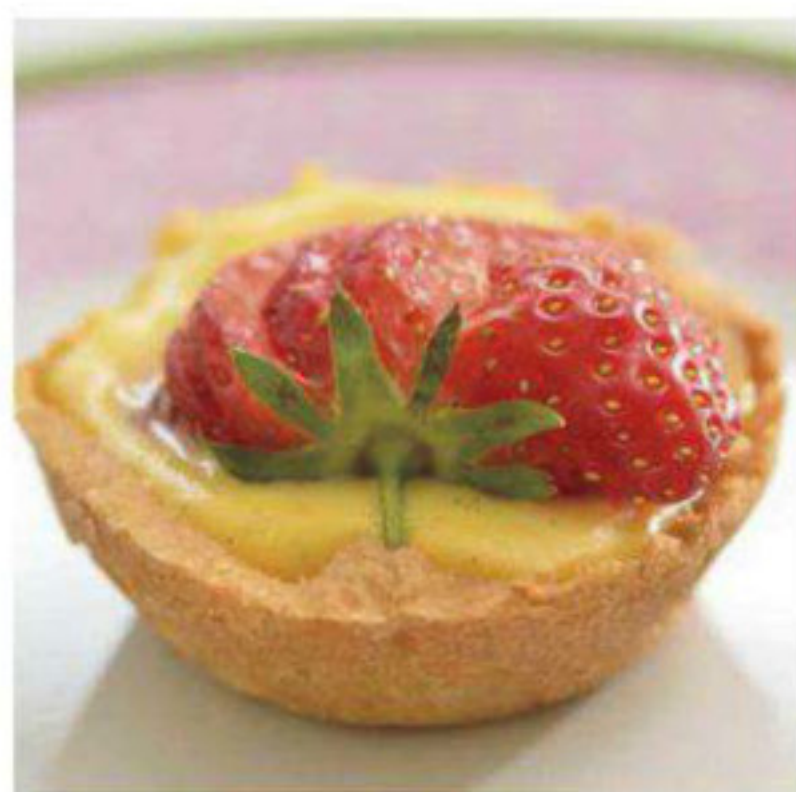


Juicy fruity bakes

At a busy craft market, a good selection of sweet treats will tempt buyers to your stall. And nothing sells like a fresh fruity flavour! **By Jessica Sharp**



With summer fairs and fêtes in full swing try our top three fruity recipes to tempt browsers to stop at your stall. Have a go at our irresistible strawberry macarons, you'll be amazed at the results! Our banoffee cupcakes make a wonderfully indulgent treat for one or a mid-morning snack to share and are a great way to use up overripe bananas. For a simple, sweet treat, cream-filled sweet pastry topped with fresh summer berries is a winning combination, and these vibrant, fresh fruit tarts are gorgeous without adornment.



Strawberry macarons

INGREDIENTS

For the macarons:

- * 130g (4½oz) ground almonds
- * 125g (4½oz) icing sugar
- * 1x 6g tube freeze-dried strawberries
- * 3 large eggs whites
- * ½ tsp cream of tartar
- * A few drops of red food colouring
- * 100g (3½oz) caster sugar

For the filling:

- * 75g (2½oz) butter, at room temperature
- * 150g (5½oz) icing sugar
- * 4 tbsp strawberry jam
- * A few drops red food colouring

Special equipment:

- * 3-4cm (1½in) pastry cutter or template
- * Piping bag with plain nozzle
- * Food processor

Time: 3 hours inc cooling

Makes: 15

Skill level: Moderate

1 Take two pieces of greaseproof paper to fit a baking sheet. Using a 3-4cm (1½in) round pastry cutter as a stencil, draw circles onto the paper, 2cm (¾in) apart. Turn one piece over and place on baking sheet (you should still be able to see the circles).

2 Put ground almonds, icing sugar and strawberries in a food processor, pulse to a fine powder and sift into a bowl.

3 In a grease-free bowl, whisk egg whites until frothy. Add cream of tartar and food colour and whisk. Still whisking, gradually add the caster sugar, increasing the speed of the whisk as you go. The mixture should end up glossy and fairly stiff.

4 Using a rubber spatula, fold the dry mixture into the egg whites in three

batches until the mixture is smooth and fairly loose. The amount you fold in here will determine the texture of your finished macarons. Do not be too gentle; it is important to knock some of air out of the mixture so that the macaron shells do not crack.

5 Preheat the oven to 150°C, 130°C fan, gas mark 2. Use a little of the macaron mixture to stick each corner of the greaseproof paper to the baking sheet. Spoon the rest into a piping bag fitted with a plain tip. Place the tip directly on the greaseproof paper, in the centre of the first circle. Squeeze the piping bag until the macaron mixture fills the circle. Repeat process for the rest of the circles. (You will have some mixture left over; leave it in the bowl or piping bag. When the first batch of macarons is cooked you can fill the tray with a second batch, using the second piece of greaseproof paper.) Tap the tray on the work surface to release any air bubbles, and use a wet finger to flatten any peaks on the macarons. Let the macarons rest until they are no longer sticky to the touch (anything from 10 to 30 mins).

6 Place the tray on the middle shelf of the oven and bake the macarons for approximately 15 mins until they have formed a slight crust. Remove from the oven and allow to rest for a couple of minutes. Meanwhile, spread a damp tea towel on the work surface (this will make the macarons easier to remove from the paper). Pull the macarons, still on the greaseproof paper, onto the tea towel and allow to cool completely.

7 To make the filling, whisk the butter until soft. Gradually add icing sugar and stir in the jam and food colour. Spoon into a piping bag fitted with a large plain tip. Pipe a little filling between the macaron shells and sandwich together. Store the finished macarons in the fridge for up to five days.

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Pretty packaging

Stack a row of these sweet strawberry macarons in a clear-topped box and tie with pretty ribbon for a chic takeaway treat. Or leave them in decorative open cardboard trays like these and sell your macarons in ones and twos for those passing shoppers who don't want to take home a whole box.



Summer berry tartlets

INGREDIENTS

For the sweet pastry:

- * 225g (8oz) plain flour
- * 110g (4oz) butter, chilled and cubed
- * 75g (2½oz) caster sugar
- * 2 egg yolks
- * 1 tbsp cold water

For the crème pâtissière filling:

- * 300ml (10fl oz) milk
- * 1 tsp vanilla extract
- * 3 large egg yolks
- * 50g (1¾oz) caster sugar
- * 30g (1oz) plain flour
- * A knob of butter

For decoration:

A selection of summer berries

Time: 3 hours inc cooling

Makes: 12

Skill level: Moderate

1 To make the pastry, put the flour and cubed butter in a large bowl. Gently rub the butter into the flour with your fingertips until the texture resembles breadcrumbs. Stir in the sugar. Mix the egg yolks with water and add to the bowl. First using a knife and then your hands, mix the ingredients to form a dough (you might need to add a little more cold water). Wrap the dough in cling film and chill in the fridge for at least 30 mins.

2 Remove the pastry from the fridge 10 mins before rolling. Place between two sheets of greaseproof paper and roll to a thickness of 3mm. Cut out rounds using a pastry cutter, use them to line a 12-hole bun tin. Refrigerate for at least 30 mins. When you are ready to bake the pastry cases, preheat the oven to 190°C, 170°C fan, gas mark 5. Place a square of greaseproof paper in each pastry case and fill with baking beans. Bake for 10 mins, then remove the paper and beans and bake for a further 5-10

mins until the pastry is golden. Cool the cases before filling (best used same day).

3 To make the crème pâtissière, pour the milk and vanilla extract into a pan, slowly bring to just below boiling. While the milk is heating, whisk the egg yolks, sugar and flour until pale in colour and increased in volume; this should take 2-3 mins with an electric hand whisk. Slowly pour the hot milk into the egg mixture, whisking all the time to avoid lumps. Pour the mixture back into the pan and place on a medium to low heat. Stirring constantly, bring the mixture to the boil then simmer for a couple of minutes. The custard should be thick and smooth. If it looks lumpy, don't worry – keep stirring and it should become smooth. Decant into a heatproof bowl and place cling film directly on the surface of the crème pâtissière to prevent a skin forming. Once it has cooled, place in the refrigerator until needed (can be made up to three days in advance).

4 To assemble, place a spoonful of crème pâtissière into each tart case and top with summer berries of your choice.

TOP TIP

Present your tarts in a pretty box, finished with raffia or string for a French patisserie feel!





Banoffee cupcakes



INGREDIENTS

For the cakes:

- * 125g (4½oz) butter, at room temperature
- * 200g (7oz) caster sugar
- * 2 large eggs
- * 1 tsp vanilla extract
- * 200g (7oz) self-raising flour
- * 1 tsp baking powder
- * 4 overripe bananas, mashed
- * Banana chips, to decorate

For the toffee sauce:

- * 100g (3½oz) butter
- * 100g (3½oz) light muscovado sugar
- * 1 tbsp honey
- * 1 tbsp double cream

For the buttercream:

- * 150g (5½oz) butter, at room temperature
- * 300g (11oz) icing sugar

Time: 3 hours inc cooling

Makes: 12

Skill level: Moderate

1 Preheat the oven to 180°C, 160°C fan, gas mark 4. Line a 12-hole muffin tin with paper cases (brown ones look good).

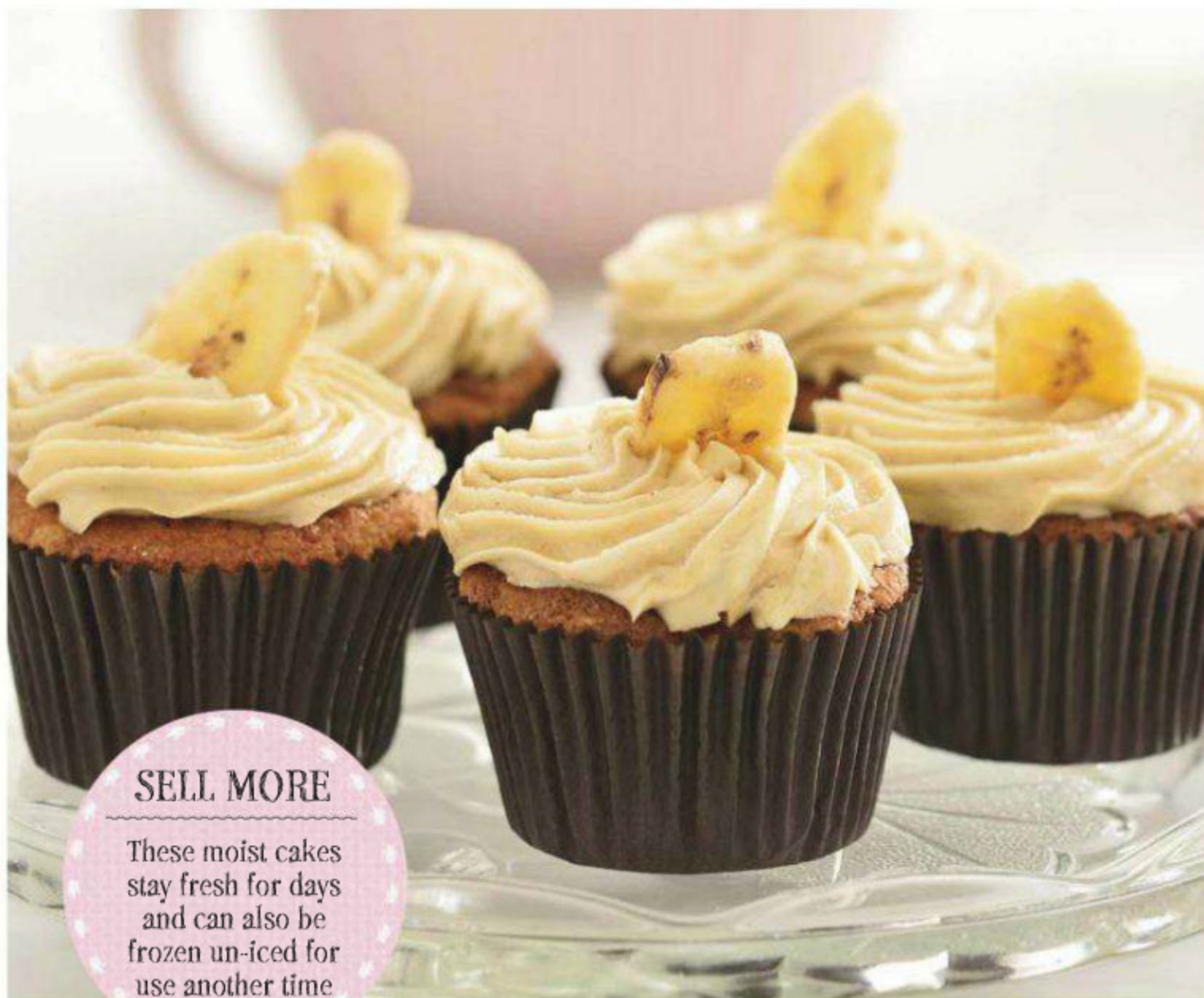
2 For the cakes, cream together the butter and sugar until light and fluffy. Add eggs, one at a time, mixing well after each. Add vanilla, flour and baking powder, mix until just combined, fold in the mashed bananas. Divide the mixture between the 12 cases and bake on the middle shelf of the oven for approximately 25 mins until the cakes are risen and golden. Leave to cool in the tin for five minutes, and then transfer the cakes to a wire rack to cool completely.

3 For the toffee sauce, place the butter, muscovado sugar, honey and cream in

a small saucepan and heat gently until the sugar has dissolved. Pour the sauce into a heatproof bowl and allow to cool completely. The sauce can be made up to two days in advance and refrigerated (ensure you bring it back to room temperature before adding to the buttercream).

4 For the buttercream, beat the butter until very soft. Gradually add the icing sugar and beat until the mix is light and fluffy, then stir in the toffee sauce. Spoon the icing into a piping bag fitted with a star shaped nozzle. Pipe swirls of buttercream on the surface of each cake and top them all with a single banana chip.

ALLERGY ADVICE When you are selling homemade food, like the yummy cakes, pies and sweets here, make sure you label all products with clear allergy warnings. For best practice ensure you have a full list of the ingredients you have used available to give to any shopper who asks. **For more information on food safety advice, visit the Food Standards Agency at food.gov.uk**



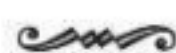
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These moist cakes stay fresh for days and can also be frozen un-iced for use another time



Charity bakes

From tea parties to cup cake competitions, get involved and help raise funds for these three worthwhile charities



Sparks

Get baking to raise plenty of dough for children's medical research

Bake for Bumps is a delicious way to raise money for a charity that helps the one in thirty babies who aren't born healthy. Sparks is a leading children's medical research charity that funds and champions research into a range of conditions affecting babies, children and mums-to-be, including childhood cancers, cerebral palsy, premature birth and spina bifida.

"Bake for Bumps is all about eating cake, and having fun"

Through research, the charity aims to improve the quality of life for children and families affected by serious illness or disability, while seeking ways to better diagnose, treat and prevent them.

The Bake for Bumps appeal is all about getting together, eating cake, having fun while raising funds for Sparks. It's also a perfect opportunity to practise your cake-decorating skills and show off your talents.

How you can help

Visit sparks.org.uk/get-involved to register your event and receive a fundraising pack full of celebrity recipes and top tips

It's a great excuse to throw a children's party – and to get creative in the kitchen whipping up mouth-watering sweet treats the little ones love. You could theme your event if you like or throw a teddy bears' picnic or fancy dress party.



Former rugby star Matt Dawson gets baking for Sparks



Great Ormond Street Hospital

Bake it better for thousands of kids when you raise money for this amazing children's charity

If you're looking for an excuse to whip up a batch of sweet treats, we've got one. Great Ormond Street Children's Charity is encouraging crafters to get together with

friends, family, colleagues and neighbours to host a bake sale in aid of the Bake it Better appeal. Donations from the appeal will go towards building a ward kitchen for the hospital's brand new respiratory unit, which will be one of the largest units in the UK, where some of the poorest patients in the hospital will be treated. Great Ormond

Street Hospital offers the widest range of paediatric services in the UK, looking after 200,000 patients every year and treating the rarest and most complex conditions.

So, put on your chef's hat, dust off those recipe books and get baking! Make gosh.org/bakeitbetter your first stop, where you can download a fundraising pack full of ideas to help you host your bake sale, including bunting, posters, recipes and fun tips to make your sale truly scrumptious. Once you've organised a venue, get making cakes, biscuits and sweets to tempt people into donating cash. Think of fun ways to make your sale more appealing, hold a bake-off, cake-decorating contest or run a Lucky Cupcake competition, where one cupcake has a sticker on the bottom that will win its buyer a prize.



Could your bake sale help Bake it Better for poorly children?

How you can help

Find out more about Great Ormond Street Hospital and how to donate your Bake it Better funds at gosh.org

Independent Age

Stick the kettle on to help vulnerable older people across the UK

We know many of you belong to craft clubs and love your weekly meet-ups, so why not use your next meeting to raise money, too?

Independent Age is asking crafters to host a Big Tea event where you can enjoy a brew and raise funds for

vulnerable older people across the UK and the Republic of Ireland.

The charity provides an information and advice service for older people, their families and carers, focusing on social

care, welfare benefits and befriending services. So hold a tea party and every single cup will help Independent Age give dignity and peace of mind to older people.

There's always time for tea, so get together with friends or members of your craft club and enjoy a cuppa while you craft. Rope in members to bake cakes and biscuits and get everyone that attends to donate. You could host a small tea party, or maximise your fundraising potential with a bigger event, like a sponsored knit, a cupcake-eating competition or you could raffle off the bakes that you make to generate even more cash. Why not invite older people in your community along to your Big Tea – where they can learn new crafts or talk to you about the crafts they have enjoyed throughout their lives?



How you can help

To find out more about Independent Age and to register your Big Tea event, call 020 7605 4287 or visit independentage.org





Bundle of joy!

Make the most of these lovely pastel papers – they're summery, versatile and perfect for New Baby cards. **By Annie Bellamy**

INFORMATION

Materials

- Craftseller papers
- White card or blanks
- Ink pad
- Bakers twine
- Button
- Glue
- Craft knife
- Envelopes
- Cellophane wallets

- Size: 10.5 x 14.8cm (4¼ x 5¾in)
- Skill level: Easy

Whatever your craft, there's a good chance that your buyers will often be looking to buy gifts from you. Capture the opportunity by making sure you are offering some pretty handmade greetings cards, alongside your signature range so shoppers can buy both the gift and card at once. Cards are great for pulling in the browsers – and if you offer plenty of occasion and blank cards, you'll have all bases covered. Why not offer a discount on this card when it's bought with a baby make? Just insert each into a crisp cellophane wallet and don't forget the envelope!



TOP TIP

If you're being really thrifty, make your own envelopes by folding papers to a template

How to make the 'New Baby' card

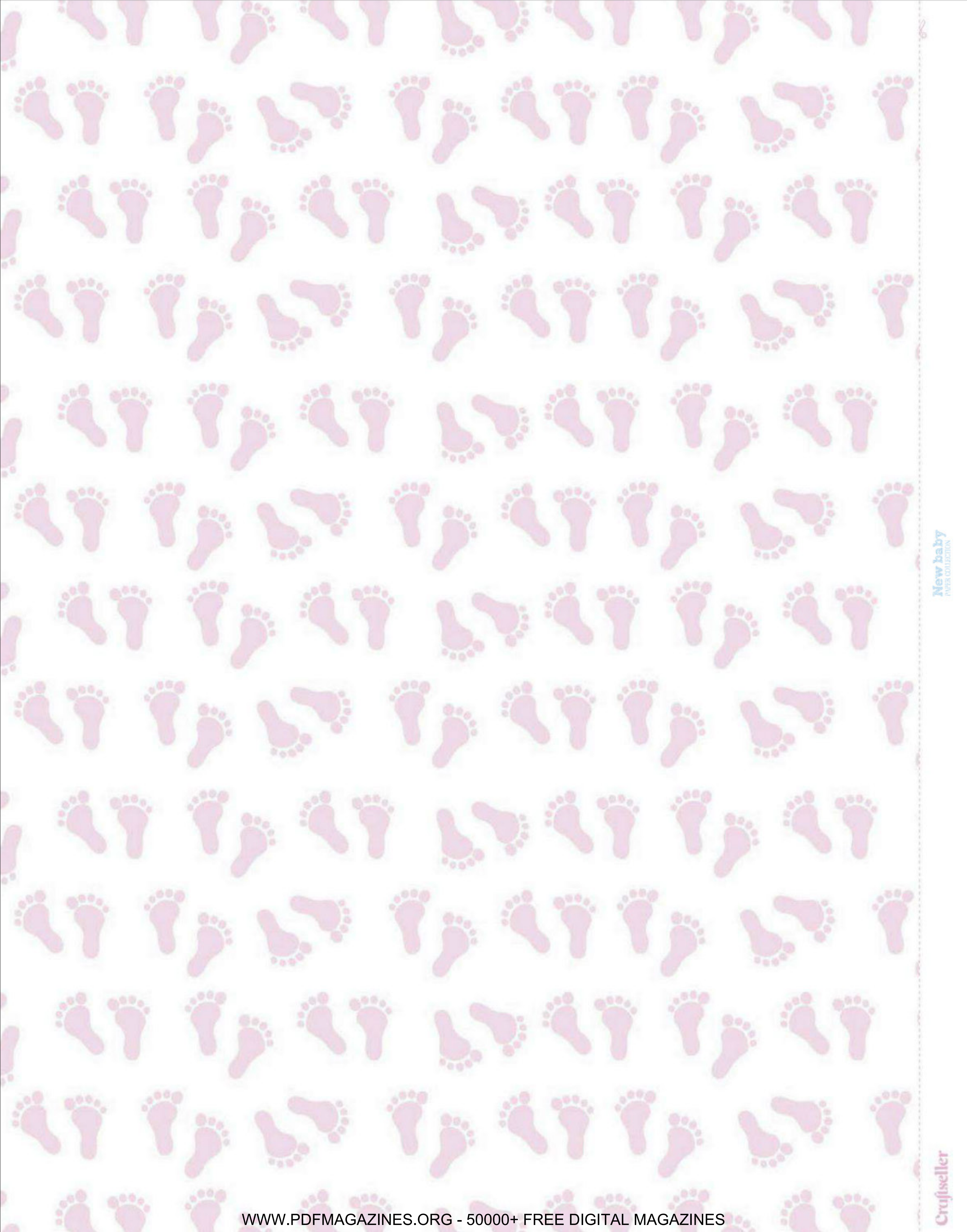
- 1 Cover the front of a 10.5 x 14.8cm (4¼ x 5¾in) card blank with yellow and white heart patterned paper.
- 2 Cut a strip of blue feet paper, ink edges and stick onto a wider strip of blue gingham. Stick across the front and trim. Cut out the 'Congratulations' greeting and attach.
- 3 Stick blue gingham paper to some card, cut out a heart shape and add a length of bakers twine to hang the heart. Stick onto the card and add a button to the top.
- 4 To finish, punch or cut a small heart from white card and add to the bottom of the large heart, as shown.



New baby PAPER COLLECTION













Handmade thanks

Use these pretty pastel papers to turn a simple greeting into the perfect baby shower thank you card **By Annie Bellamy**



How to make the 'Thank You' card

- 1 Take a card blank, 148 x 105mm (5¾ x 4¼in). Cover the front of the card with yellow and white spotted paper.
- 2 Cut a strip of green and white heart paper, ink the edges and stick down the centre of the card from top to bottom.
- 3 Cut out the 'Thank You' greeting and stick to a larger piece of yellow and white gingham paper and ink the edges.
- 4 To finish, stick this square to the middle of the card, lining up all the edges carefully so they sit at right angles.

TOP TIP

Add lace or motif ribbon to some of your designs to create a range of luxury cards

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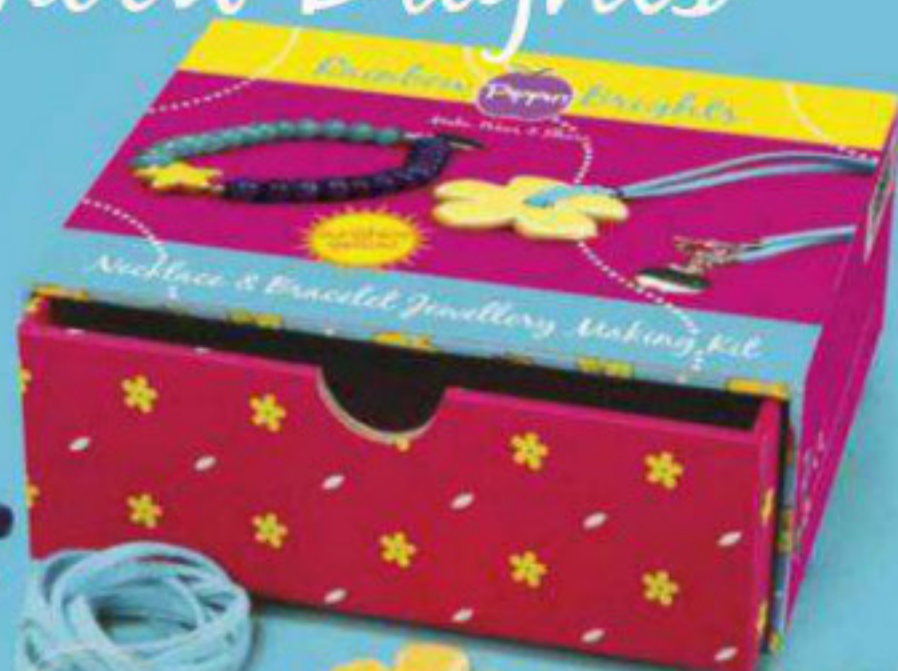
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Whatever the weather outside, we've got plenty of sunshine for you in this month's issue of Craftseller! With bright colours, floral fabrics, seaside designs - summer is here to stay!
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Simple ribbon brooch
May 31
Get summer style sorted with a quick and easy ribbon brooch project from Berisfords
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Top tips for your craft website
May 30
We caught up with the experts at Wix.com who shared their top tips for creating a great craft website that looks good and is easy to use
[Read more](#)

Guest blogs!

3 ways to use your blog to market your craft business

Do you have a blog but don't really know what to do with it, or what to post? **Creative University instructor Polly Dugdale** has three killer tips for using your blog to effectively market your craft business...



Polly Dugdale shares her top tips for a successful blog

- 1. Keep it fresh**
Blogging provides constant fresh content for your website, meaning that search engines will give your site increased prominence in their search results, especially over competitors who don't update their site as often... and this means more people will discover you!
- 2. Get out there**
Blogging opens doors to networking opportunities with other craft bloggers. They may want to feature your products or even ask you to write an article for them. Any inbound links you receive from other websites will help your site to climb higher in search engine rankings (you've gotta love those search engines!)
- 3. Greet your customers**
Blogging gives you a great opportunity to build rapport with your potential customers and stand out from your competitors. Consider your blog as the

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Mummy makes

Buyers will love these pretty paper pom poms – they are the perfect decoration for any special occasion **By Siobhan Gough**



INFORMATION

Materials

- * 12 sheets of tissue paper
- * Sharp scissors
- * 20cm (7¾in) wire
- * Short length of ribbon or fishing wire

Size: Varies

Skill level: Easy

If you're looking for a quick and easy project, these tissue paper pom poms are practically perfect, you don't even need lots of equipment. Have a couple of tries, and don't be disheartened if your first attempt isn't the best – practise certainly makes perfect and soon enough you'll be addicted! Play around with colours and sizes, and hang them in clusters to create eye-catching decorations. They would look great in a little girl's bedroom or as wedding décor.

SAFETY FIRST If these pom poms are for a child's room ensure they are tied securely and hung out of reach. **Remember, if you intend on selling this make there are strict regulations to adhere to. Visit craftseller.com/free-downloads for legal advice on child safety.**



How to make the pom poms



1 Cut out 12 sheets of tissue paper, 20 x 40cm (7¾ x 15¾in) and layer them on top of each other.



2 Start to concertina the paper along the short edge, all the way to the end.



3 Tie 20cm (7¾in) of wire around the middle and secure it into a loop. You'll use this loop to hang your pom pom from.



4 Cut the ends of the paper into a rounded petal shape.



5 Open out the paper into a fan and start to separate the individual sheets of paper, pulling them upwards as you go. Start with six sheets on one of the sides of the fan and then repeat on the other side.



6 Flip the pom pom over and repeat, until all sheets of paper are separated. Tease your pom pom into shape. Thread a piece of ribbon or fishing wire through the wire loop and hang. **CS**



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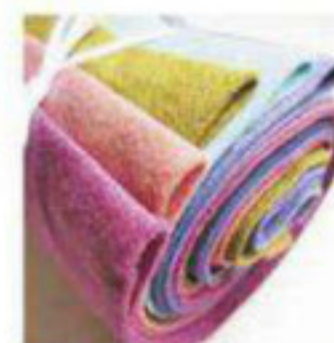
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8 GO DOTTY! There's nothing prettier than pastel shades in summer and we have three bundles of five gorgeous cotton pastel prints from the stunning range at Dotty Brown. The bundle is worth £49 and you'll get an entire metre of each pretty pattern. Visit dottybrown.com
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Diary of a craft selling mum

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

All about me

I am 34 years old, and mum to three-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

- * Crafty makes - 5
- * Waiting list - 28 (and growing!)
- * Bespoke design clients - 2
- * Hours updating paperwork - 16
- * Afternoons Harry at nursery - 3 a week
- * Time to tidy workroom - 3 days
- * Hours spent packing for hospital - 5
- * Early surprises - 1

Day 1

Harry is starting nursery - just a few afternoons a week - giving me extra hours to catch up before the baby arrives. Harry is beside himself with joy at the prospect, we have already picked up his uniform, which is now hanging in pride of place in his bedroom. I've loved every minute of having him at home, spending precious time with him while he's young and the house is too quiet without his chatter, interruptions and cuddles, I'm not sure what to do with myself - it's hard to focus.

Day 6

I'm having a real burst of creativity and I love it! I'm working on a new sock toy alien. I've been designing and making sock toys for over two years and recently started work on a new range of characters. I use socks as a fabric medium to create any style and shape of pattern. Starting off with some basic illustrations and two multi-coloured long striped socks I made my very first Soxlet Orbble. I rigorously test my toys in accordance with the toy safety directive so that each one can proudly hold a CE mark. I always feel sorry for my poor test subjects, they seem to look right at me as they're pulled, twisted, probed, washed and burnt!

Day 14

I feel a bit sad about having to put aside my needle and thread for a while - commercially at least. After spending the



Harry loves his new nursery uniform - dashing!



All of Erica's toys are tested before she can give them a CE mark



Erica's new sock
toy aliens look
great in her range

come to visit they get an idea of what I do. Never underestimate the potential of family and friends being new clients and ambassadors for your work.

Day 24

Groan! Today is a designated paperwork day. The sun is shining and I'm sure there's an ice cream cone with my name written on it in the park but I must resist. I have to finish my accounts for 2012/13 before baby arrives. It's something I've always been strict about – from registering with HMRC, even before I made a profit, to doing my self-assessment forms and keeping records.

Day 27

I woke in the early hours of the morning with some abdominal cramping. Even though I still had over a week to go, something told me this was more than last night's curry. By the afternoon I knew I had to be in the early stages of labour so we arranged for an excited Harry and an apprehensive Mr Biggles to stay with my parents, and headed to the hospital. Thank goodness I did my tax return! By the time we arrived I was well and truly in labour and baby Lottie Rose made her slightly early arrival into the world weighing 6lb and 10oz. As you can see she is beautiful, perfect and totally snugglicious. I'm overjoyed, utterly exhausted and completely in love. Martin is truly besotted with our little angel and although Harry had wished for a little brother, he already dotes on Lottie. We can't wait to bring her home, introduce her to Mr Biggles and of course, share her with all our friends and family!



Little Lottie made
an early but very
welcome entrance



The whole family
spent a fun day out
at Bison Farm

past two years building up my business I plan to take a few months off from custom orders so I can relax and enjoy the new baby, not fret about work. However, so I don't lose custom completely, I have a waiting list for anyone interested in my makes or design services. Once things have settled down with the new arrival I can set aside time each week, re-open my books and work on custom orders. This way I keep track of customers without having to commit to a date to start new work.

Day 16

The three of us spent the day at Bison Farm in West Knowles. Lots of North American animals for inspiration and a lovely woodlands walk. Although, to be honest, feeling the size of a whale and being just about as manoeuvrable, the walk wasn't so lovely but it was good for helping get the baby in the right position. In the evening I packed the hospital bag, well hospital bags! I've even borrowed Harry's DVD player in case there is a lot of waiting around.

Day 20

I'm actually quite excited because today is a tidying workroom day. I'm sure it's also nesting hormones but it's so satisfying arranging all my fabrics, haberdashery and crafting supplies in my brightly coloured and patterned fabric boxes. Don't tell Martin but I think I've also fallen slightly in love with my new amazing storage unit from Ikea! I use it to display a few of my key products such as my 'dinkie dollies', soxlets and ribbon tag blankets so that when people



With all these bags
Erica is be ready for
almost anything!



Erica has loved
nesting and
sorting her shelves



From junk to funk

Spruce up an old stool with a lick of paint and DIY upholstery for a fresh look **By Leanne Bramall and Pip Smith**

INFORMATION

Materials

- Fine sandpaper
- Furniture paint (We used Chalk Paint but lime is just as good)
- Paint brush
- Screwdriver and claw hammer
- Fabric to fit the top, plus a 12.5cm (5in) seam allowance on all sides
- Padding
- Staple gun and staples
- Lace ribbon trim
- Glue gun and glue sticks
- Clear furniture wax

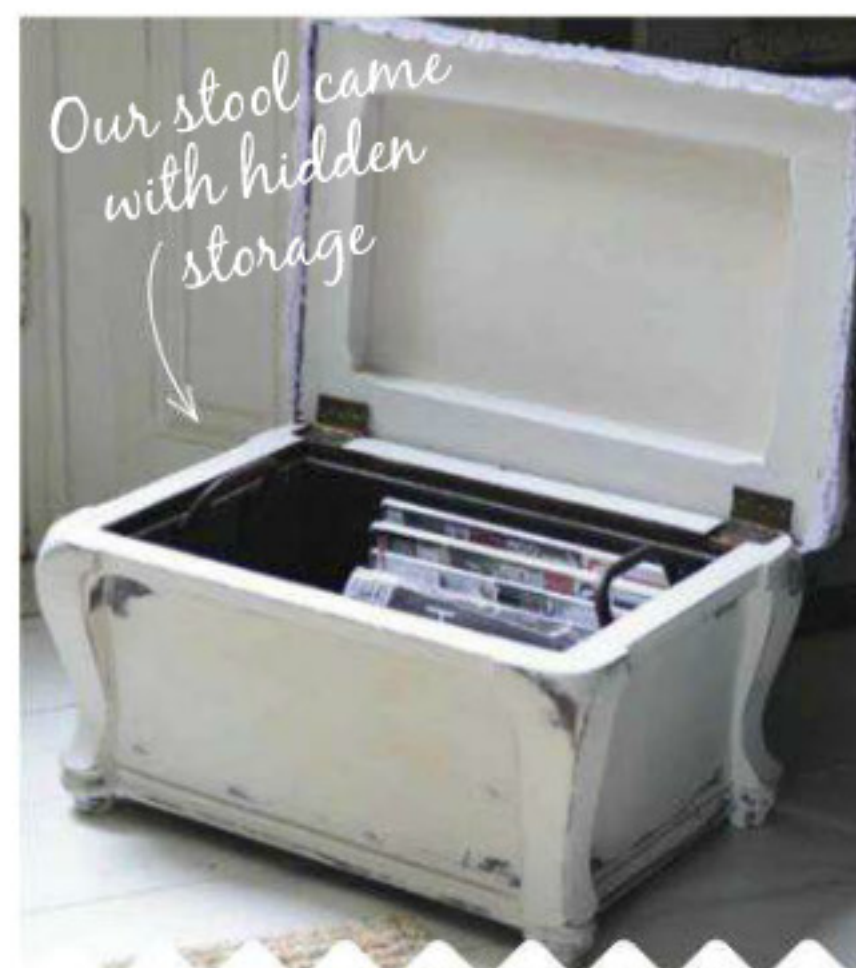
Size: 33 x 52 x 36cm (13 x 20½ x 14in)

Skill level: Moderate

Footstools are a great item for your first upcycled, upholstery project. They're easy to source and generally, with a little imagination, easy to update. Choose a style you'd like to recreate for your footstool – the vintage vibe is still really strong – and then pick fabric and trims to suit. We've taken you through the basic techniques to get you started – but there is plenty of scope to use your creativity. Just remember to try and use fabrics and finishes to compliment the heritage of the footstool and you won't go far wrong!

How to make the footstool

- 1 Take your item apart using a screwdriver and clean away any debris and dirt. Remove old nails and staples using the claw hammer.
- 2 Remove the fabric from the top to use as a template for the new cover and take out the padding (it may be in good enough condition to reuse).
- 3 Sand down your stool lightly, removing the top layer of varnish or paint and brush clean. Apply two coats of paint, allowing drying time in-between.
- 4 While the paint is drying, place the lid on the chosen padding and draw around it. Cut the padding to fit and glue into position. Be generous with the glue to ensure a good, secure fix.
- 5 Once the glue has dried completely, take your pre-cut fabric and staple in place along the edge, folding a seam underneath for a flush trim.
- 6 Pull the fabric tightly across your padding on the opposite side and staple the edge underneath, as in step five. Using a hospital corner technique (see panel for details), fold your corners neatly and staple both the remaining ends in place.
- 7 Using a glue gun and starting from the mid point at the back of the stool, stick your trimming firmly in place. Once dry, screw the lid back onto your stool and touch up any nicks and scratches to the paintwork.
- 8 Using a clean, lint-free cloth, rub your clear furniture wax onto your finished piece. All waxes are different so read the instructions on the tin for best results and to make sure it is compatible with the paint you have chosen to use.
- 9 For a more rustic finish use fine sand paper to gently rub away areas of paint where the stool might be most worn; the sides of the legs and the corners. 



HOSPITAL CORNERS

If you would like to learn how to fold a hospital corner for a professional finish to this make, head to craftseller.com where we've added a short video tutorial to show you how



Little white riding hood...

This sweet snuggly knit is a timeless classic that will keep a newborn both warm and looking very, very cute! **By Susanne Frank**





INFORMATION

Materials

- * 2 x 50g of Rowan Baby Merino Silk DK in 670 Snowdrop
- * 4mm (UK 8) knitting needles
- * Tapestry needle
- * 4 small buttons

Size: To fit 0–3 months

21cm (8in) long
24cm (9.5in) wide at bottom
20cm (8in) across chest

Tension: 22 st and 30 rows to 10cm (4in) in moss stitch, using 4mm (UK 8) needles

Skill level: Intermediate

Whether it is to ward off chilly summer breezes or keep baby warm indoors, this cardigan is so handy for newborns. The raglan sleeves and A-line cut make it easy to put on and take off. The double-breasted buttons give it a contemporary look, and the hood will keep tiny heads snug. White or cream yarn is lovely for boys or girls and as you'll only need a small amount, it's really worth using top quality yarn with merino, silk or cashmere. Emphasise the beautiful yarn in descriptions on your label, and be sure to price it as a premium product. It can be knitted with any DK yarn but choose a baby yarn, and make it machine-washable for busy mums!

BACK

Cast on 64sts.

Row 1: k1, p1 to end.

Row 2: p1, k1 to end.
(these two rows form moss stitch).

Row 3-11: continue in moss st.

Row 12: p2tog, moss st to last 2sts, p2tog.
62sts.

Row 13-36: repeat row 1-12 twice. 58sts.
Work 4 rows in moss st.

Row 41: k3, sl1, k1, pssso, moss st to last 5sts, k2tog, k3.

Row 42: p3, p2tog, moss st to end.

Row 43: p3, p2tog, moss st to last 5sts, p2togtbl, p3.

Repeat last two rows until you have 18sts.
Cast off.

ABBREVIATIONS

k:	knit
k2tog:	knit two together
p:	purl
p2tog:	purl two together
p2togtbl:	purl two together through back of loops – insert needle, second stitch along at back of work. Push needle towards right, through both stitches (it will be tight) and purl the two together.
Pssso:	pass slipped stitch over.
St:	stitch
Sl:	slip

The cardi is worked in moss stitch pattern throughout.

TOP TIP

Use your yarn stash to knit a contrasting trim with the first six rows of each part in a different colour.



RIGHT FRONT

Cast on 36sts.

Row 1: k1, p1 to end.

Row 2: p1, k1 to end.

Row 3-11: continue in moss st.

Row 12: k2tog, moss st to end. 35sts.
Repeat last 12 rows, twice. 33sts.

Row 37-41: moss st.

Row 42: p3, p2tog, moss st to end.

Row 43: moss st to last 5sts, k2tog, k3.
Repeat last two rows 4 times and then row 42 again.

Row 53: cast off 10sts, moss st to last 5sts, k2tog, k3. 11sts.

Row 54: p3, p2tog, moss st to end.

Row 55: k2tog, moss st to last 5sts, k2tog, k3. 8sts

Row 56: p3, p2tog, moss st to end. 7sts.

Row 57: k2tog, k2tog, k3. 5sts

Row 58: p3, p2tog.
Row 59: k2tog, k2.
Row 60: p1tog, p2tog.
Row 61: k2tog.
 Cast off.

LEFT FRONT

Cast on 36sts.
Row 1: k1, p1 to end.
Row 2: p1, k1 to end.
Row 3-11: Continue in moss st.
Row 12: moss st to last two stitches, k2tog. 35sts.
 Repeat last 12 rows, twice. 33sts.
Row 37-38: moss st.
Row 39: (button hole row) moss st to last 6sts: cast off 2, moss st to end.
Row 40: moss st along row casting on 2 over the cast off stitches from row before.
Row 41: moss st.
Row 42: moss st to last 5sts, p2togtbl, p3.
Row 43: sl1, k1, pssso, moss st to end.
Row 44: moss st to last 5sts, p2togtbl, p3.
Row 45: sl1, k1, pssso, moss st to end.
Row 46: moss st to last 5sts, p2togtbl, p3.
Row 47: sl1, k1, pssso, moss st to last 12sts, cast off two, moss st to last 6sts, cast off two, moss st to end.
Row 48: moss along row casting on two stitches over the cast off stitches from row below to last 5sts, p2togtbl, p3.
Row 49: sl1, k1, pssso, moss st to end.
Row 50: moss st to last 5sts, p2togtbl, p3.
Row 51: sl1, k1, pssso, moss st to end.
Row 52: cast off 10sts, moss st to last 5sts, p2togtbl, p3. 12sts.
Row 53: sl1, k1, pssso, moss st to end.
Row 54: k2tog, moss st to last 5sts, p2togtbl, p3. 9sts.
Row 55: sl1, k1, pssso, moss st to end.
Row 56: k2tog, moss st to last 5sts, p2togtbl, p3. 6sts.
Row 57: sl1, k1, pssso, moss st to end. 5sts.
Row 58: p2togtbl, p3.
Row 59: k1, sl1, k1, pssso, k1.
Row 60: p2tog, p1.
Row 61: k2tog.
 Cast off.

SLEEVES (MAKE 2):

Cast on 24sts.
Row 1: k1, p1 to end.
Row 2: p1, k1 to end.

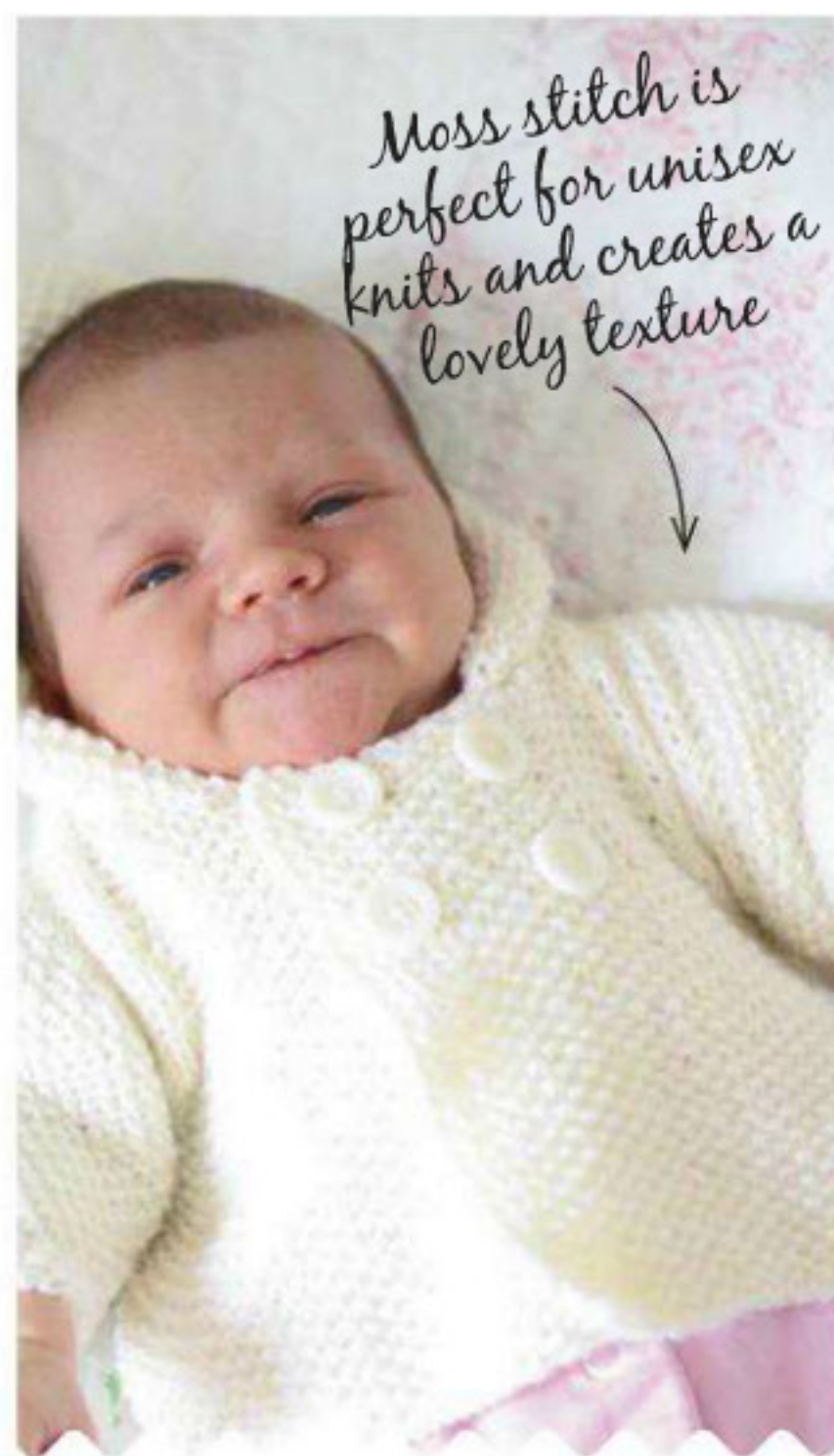
Row 3-16: repeat rows 1 and 2.
Row 17: increase 1 st at the beginning and end of each row keeping in moss stitch pattern. 26sts.
Row 18: moss stitch.
 Repeat last two rows 10 times. 46sts.
 Work two rows of moss st without shaping.

Start the raglan edges:

Row 41: k3, sl1, k1, pssso, moss st to last 5sts, k2tog, k3. 44sts.
Row 42: p3, p2tog, moss st to last 5sts, p2togtbl, p3. 42sts.
Row 43-58: repeat Rows 41-42. 10sts.
Row 59: k3, sl1, k1, pssso, k2tog, k3. 8sts.
Row 60: p2, p2tog, p2togtbl, p2. 6sts.
Row 61: k1, k2tog, k2tog, k1. 4sts.
 Cast off.

HOOD:

Cast on 72sts.
Row 1: k1, p1 to end.
Row 2: p1, k1 to end.



Rows 3-10: repeat rows 1 and 2, 4 times.
Row 11: k2tog, moss to last 2sts, k2tog. 70sts.
Rows 12-31: Continue in moss decreasing at each end on every 4th row until you have 60sts.
 Work 9 rows in moss st.
Row 41: k2tog, moss st to last 2sts, k2tog. 58sts.
 Work 3 rows of moss st.
Row 45: k2tog, moss st to last 2sts, k2tog. 56sts.
Row 46: moss st.
Row 47: k2tog, moss st to last 2sts, k2tog. 54sts.

Finish the top of the hood:

Row 48: moss st 27sts and leave the remaining stitches on a holder.
Row 49: k2tog, moss st to end.
Row 50: k2tog, moss st to end. 25sts.
Row 51: k2tog, moss st to last 3sts, p1, k2tog. 23sts.
 Repeat the last row until you have 17sts.
 Cast off and work the other side to match.

TO MAKE UP:

Block pieces lightly before sewing.
 Sew raglan seams, then side seams of body and sleeves. Place middle of hood at middle of back. Edge of hood reaches to half way along the front neckline. Sew easing in any excess. Darn in loose ends. Sew buttons. The fourth is a 'blind' button and is sewn onto right front without a corresponding button hole.

SAFETY FIRST To keep babies safe while wearing this knit, make sure you sew on all the buttons very securely and darn in any loose ends to be extra sure the threads cannot unravel. **Remember, if you intend on selling this baby cardigan, there are strict regulations to adhere to. Visit craft-seller.com/free-downloads for more legal advice on child safety.**



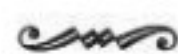
SHOW US ON PINTEREST!

We'd love to see your finished baby hoodies on [Pinterest.com/craftseller](https://www.pinterest.com/craftseller)



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

Read our helpful hints to help sell your cute cardigan



1 Be colour-wise. Knit a few cardigans in classic, white, yellow, blue and pink but also make some in modern shades to attract trend-aware buyers.



2 Offer a gift-wrap service. Time-poor professionals looking for baby shower or birth gifts will appreciate it and you can add a small fee for the personal touch.

3 Choose cute buttons like ladybirds, roses and strawberries for girls and sailing boats, wooden toggles and even military-style buttons for boys.

4 Trim the hood with satin ribbon in the same shade as the cardi or use a bright hue to give a pop of colour.

5 Offer a giveaway on your blog or Facebook page – the cardi makes a lovely prize so should certainly tempt online browsers to click the 'like', 'share' or 'pin it' buttons.

6 Find a cute tot to model your cardi and photograph in different scenarios to illustrate how versatile this knit is.

7 Create a cute outfit in displays so buyers see what else you have to sell. It may result in more sales.

8 Knit in a few different sizes – parents often buy matching items for siblings and let's not forget twins!

9 Offer to embroider the baby's name or even just their initials onto the cardigan for an extra charge.

10 Shout about the quality. Add a card listing the types of yarn and the fact it's machine-washable! 

NOW SELLING ON...



 **Etsy:** Grey Baby Hoodie Vest by KriksisLV, £22.29



 **Etsy:** Baby Girl Pink Hoodie, by Alfie Jayne £24.27



 **Etsy:** Baby Alpaca Knit Hoodie by Ingugu, £47.93



A royal date

As the count-down to the birth of the royal baby begins, canny crafters should use this opportunity to boost sales... **By Ceri Roberts**

Any moment now the future king or queen will make their first appearance, and we're ready for the celebrations. According to friends of the Duke and Duchess of Cambridge, the royal baby is due on July 13, which falls right in the middle of the four-day Coronation Festival, which marks 60 years since the Queen was crowned in June 1953.

There's guaranteed to be a surge of interest in royal-themed gifts – so make sure you take advantage of this.

After Kate and William's wedding in April 2011, and last year's Diamond Jubilee, many designers discovered that royal events are brilliant for business – and they've spent the weeks working on products to commemorate the royal birth.

Getting ahead

Nikki Macro, from Lee-on-Sea, designs and makes children's clothes and accessories for her business Lollipops and Flumpets. The dresses, shirts, shorts and t-shirts she made in London-printed fabric for the royal wedding sold so well, she made another collection for the Jubilee.

After last year's success, Nikki has spent the last few months working on designs to celebrate the birth of the royal baby, and has started promoting them on Facebook several weeks before Kate's due date.

Nikki says: "The royal wedding and the Jubilee really boosted my sales, so I started working on designs to tie in with the birth of Kate and William's baby soon after she announced her pregnancy. I chose to design dresses and waistcoats, and I'm making bow ties, bibs and blankets, too.

"I know from past experience that I'm likely to get lots of orders in a short space of time – last year I had a rush when people wanted to buy last-minute outfits for their children to wear at street parties."



"This time I have everything ready in advance so I can deliver the orders quickly. I use the London fabric because it ties in with the royal theme, but doesn't really date. So if I don't sell everything this summer, it doesn't matter."

Souvenirs and keepsakes

Many people commemorate royal events with a souvenir so it's worth thinking about specific keepsake items.

Sue Ramsey-Smith, from Heathfield, makes a range of pottery including garden sculptures, stoneware, teapots and cups. Remembering the commemorative mugs which used to be given to school children to celebrate events like the Coronation and Silver Jubilee, she decided to make a range of Diamond Jubilee mugs and teapots.

"I ordered the transfers of the Queen the year before, when all the hype about the Jubilee first started," says Sue. "I only made a few teapots and mugs because I knew that they would be relevant for a limited time. But I presented them at the front of my stall and they became quite a talking point, attracting lots of interest."

"I sold them all, so it worked out well for me. But I think it's important not to make too many – these products have a limited shelf life and you don't want a surplus."

Make the most of your range

There might be items in your range that fit the royal event so there's no need to spend time and money making new products.

Leah Hopkinson, from Jane Hopkinson Bags, sells her handmade leather bags online and at craft fairs and promotes her business on Facebook and Twitter. To tie in with last year's Jubilee, she promoted the Royal Ruby bag, a slim, royal blue bag, which was already part of her collection.

The Royal Ruby is a subtle, yet stylish commemorative souvenir



Leah says: "The Royal Ruby was already part of our range, but we thought it was a great fit for our red, white and blue Jubilee campaign. We sent the campaign email to our existing customers and promoted it on Facebook – and the Ruby sold very well."

"This summer I'll be blogging about the Tamara, which is a large tote that would make a perfect baby bag. I'll use social media to promote it as soon as the baby is born, I'm hoping it will appeal to women whose babies are due at the same time."

Leah adds: "We make royal events work by targeting niche markets. This summer's focus is on new mums. Last year we tapped into the street party atmosphere with bags ideal for parties and weddings."

A right royal campaign

You might be surprised to know that you can still benefit from a royal event even if

**"If you are a craft seller,
the birth of a royal baby
is an opportunity not to
be missed!"**

you can't add to or adapt your range.

Suzie Morgan, from Suzie Jasper (Jasper is her Tibetan Terrier), designs and makes a range of jewellery and ceramics, and takes commissions for dog sculptures. Suzie mainly sells her work at exhibitions and events and uses her Facebook page to post news and images of work in progress.

Last year Suzie decided to sculpt a British bulldog called Winston, to mark the Jubilee. "I had a number of events and shows taking place between May and June, which tied in perfectly with Jubilee celebrations. I hadn't sculpted a bulldog before, so it was great to challenge myself. I find that taking work-in-progress photos is a great way to promote my work alongside photos of the finished piece."

"Articles using these images featured in the local press as part of their Jubilee celebrations. This attracted more visitors to my summer Open Studio, as people



These royal London-themed shorts by Lollipops and Flumpets are great for active boys and girls

wanted to see more of my work. Also, visitors to the shows were keen to meet Winston in person! I now have a twelve-month waiting list for my dog sculptures."

Despite not even making Winston to sell, he's been great for business. "Winston has become my show dog," says Suzie. "He comes with me to events and I'm far too attached to part with him."

Have a royal baby boom

You can expect to see plenty of royal-themed baby clothes and accessories in the shops as soon as Kate and William's little one arrives. So why not make some baby bits and bobs fit for a future king or queen?

Stella Von Thun and Verity Lamb-Bellington are a Surrey-based mother and daughter team, Soft As Lamb, who make vintage-inspired apparel and gifts.

Verity says: "We made products for the royal wedding and the Jubilee celebrations and they did really well – we sold lots of royal bibs, baby bags and hair ties. We think Kate will have a girl so we made the 'Kate Princess Bib' which will hopefully boost sales of our new collection."

Verity adds: "Craft sellers should look at what exciting events are taking place in the year, the birth of a royal baby is an opportunity not to be missed! Even if your products are not based on babies, the packaging and the name you give your product will draw shoppers in." 

How to make the most of royal events

We asked Emily Barnes from Folksy for some useful tips for craft sellers...

1 THINK TRADITIONAL

Design commemorative products like inscribed ceramic plates, embroidered pictures or embellished cushions. These make great souvenirs and tend to sell well as gifts.

2 TIME TO PARTY!

Handmade products for parties and celebrations, such as cake toppers, garden bunting, flags or paper hats are quick and easy to make, and usually sell well.

3 LESS IS MORE

Play with designs that give a nod to the royal occasion without being obvious. Most buyers of handmade goods are looking for something unique so don't just use the Union Jack design.

4 THINK CLEARLY

When you list your products online, use keywords to help potential buyers find them – words like 'royal', 'British' and 'newborn' will ensure that your products are seen by the right audience. Use clear, clean product images and list as soon as possible!

5 BE SOCIABLE

Use your social network channels to announce your new collection and speak to your favourite bloggers about featuring the items in themed blog posts – there will be plenty around now the royal baby is due.



1 London-themed dresses by Lollipops and Flumpets 2 Union Flag girl's headband by Soft As Lamb 3 Appliqué crown t-shirt by Lollipops and Flumpets 4 A royal-themed teapot and matching mugs 5 Suzie Morgan's finished Winston dog for Suzie Jasper



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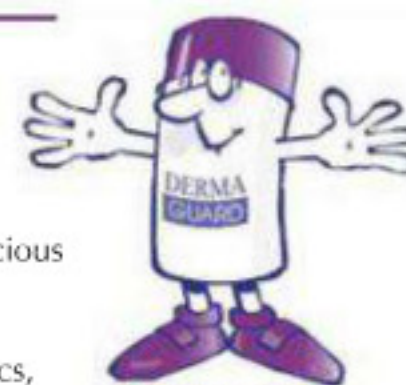
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Puppy power!

Bring the cute factor to your craft stall or online shop with these adorable pups. Dog-lovers won't be able to resist! **By Liz Ward**





INFORMATION

Materials

- * 1 x 50g DMC Natura Just Cotton in Ivory No2 (A), Sienna N42 (B), Cannelle N37 (C) and Noir N11 (D)
- * 3mm (UK 11) crochet hook
- * 0.6cm (1/4in) black and 0.75cm brown safety toy eyes
- * Wool needle
- * Toy stuffing
- * Stitch marker
- * Pipe cleaners
- * Small piece of suede or brown felt
- * 10cm (4in) x 0.7cm (1/2in) grosgrain ribbon in three colours
- * Fabric glue

Size: 7cm (2 1/2in)

Skill level: Moderate

These lovable mini pooches would be great if you have a craft stall at a pet or country show. They are worked in the round in traditional amigurumi style – but don't worry if you've never tried it before, with a little patience and the careful instructions below, you'll master it in no time! We used DMC 4-ply natural cotton yarn that comes in a fantastic range of colours. How about taking orders to recreate your shoppers' family pets? You could just about match any breed of dog with these shades, just ask them for a front and side photo. These precious pups are also small enough to be made into fun key chains or bag charms, so dog-lovers can take them everywhere!

How to make the dogs

BODY

With 3mm (UK 11) crochet hook and Yarn (B) make a magic loop (or chain 4 and sl st together).

Start with 6dc into ring. 6sts.

Round 1: 2dc into each st to the end. 12sts.

Round 2: (1dc in the first st, 2dc in the next st) repeat to end. 18sts.

Round 3-10: 1dc in each st to the end. 18sts.

Round 11: (dc2tog, 1dc in next st) repeat to end. 12sts. Stuff the body now.

Round 12: (dc2tog) repeat to end. 6sts.



SELL MORE

From these basic amigurumi patterns you can change the yarn to create any breed of dog for shoppers

ABBREVIATIONS

sl st:	slip stitch
dc:	double crochet
st (sts)	stitch(es)
dc2tog	double crochet next two stitches together
ch:	chain



Cut the yarn leaving a long tail and pull through loop to secure.

Using a wool needle weave the yarn through the last 6sts and pull tight to close.

HEAD

With 3mm (UK 11) crochet hook and yarn (B) make a magic loop (or ch4 and sl st together).

Start with 6dc into ring. 6sts.

Round 1: 2dc into each st to the end. 12sts.

Round 2: (1dc in the first st, 2dc in the next st) repeat to end. 18sts.

Round 3: (1dc in the first two sts, 2dc in the next st) repeat to end. 24sts.

Round 4: (1dc in the first three sts, 2dc in

the next st) repeat to end. 30sts.

Round 5-8: 1dc in each st to the end. 30sts. Mark round 5 with a stitch marker.

Round 9: (dc2tog, 1dc in next three sts) repeat to end. 24sts.

Insert the toy eyes now. These go on the round marked with a stitch marker, 7sts apart.

Round 10: (dc2tog, 1dc in next two sts) repeat to end. 18sts.

Round 11: (dc2tog, 1dc in next st) repeat to end. 12sts. Stuff your toy now.

Round 12: (dc2tog) Repeat to end. 6sts. Cut the yarn leaving a long tail and pull through loop to secure.

Using a wool needle weave the yarn through the last 6sts and pull tight to close.

MUZZLE

With 3mm (UK 11) crochet hook and yarn (B) make a magic loop (or ch4 and sl st together).

Start with 6dc into ring. 6sts.

Round 1: 2dc into each st to the end. 12sts.

Round 2: (1dc in the first st, 2dc in the next st) repeat to end. 18sts.

Round 3-5: 1dc in each st to the end. 18sts. Cut the yarn leaving a long tail and pull

through loop to secure.

Stuff lightly and sew in place on the dogs head. It will fill the space between the eyes.

EARS – MAKE 2

Use 3mm (UK 11) crochet hook and yarn (B) make a magic loop (or ch3 and sl st together).

Start with 4dc into ring. 4sts.

Round 1: (1dc in the first st, 2dc in the next st) repeat to end. 6sts.

Round 2: (1dc in the first st, 2dc in the next st) repeat to end. 9sts.

Round 3-4: 1dc in each st to the end. 9sts.

Round 5: dc2tog, 1dc in each st to the end. 8sts.

Round 6: dc2tog, dc in each st to the end. 7sts.

Cut the yarn leaving a long tail and pull through loop to secure.

Sew onto the head. One on each side just above and slightly further apart than the eyes.

LEGS – MAKE 4

With 3mm (UK 11) crochet hook and yarn (B) make a magic loop (or ch4 and sl st together).

Start with 6dc into ring. 6sts.

Round 1-7: 1dc in each st to the end 6sts.

Cut the yarn leaving a long tail and pull through loop to secure.

Cut a piece of pipe cleaner to the same length as the leg and insert inside the leg to make it more stable. Use photo as a guide and line the four legs up carefully and sew onto the underside of the body.

TAIL

With 3mm crochet hook and yarn (B) make a magic loop (or ch4 and slip st together)

Start with 6dc into ring. 6sts.

Round 1-7: 1dc in each st to the end 6sts.

Cut the yarn leaving a long tail and pull through loop to secure.

Sew in place on the body.

MAKING UP

Sew the head onto the body. Weave in and cut off any loose ends. Wrap a piece of grosgrain ribbon around the neck to form the collar and fasten in place with fabric glue.

PUG DOG

Use the same pattern as the brown dog to make head and body using Canelle yarn (C). Make ears using Noir yarn (D). Before sewing onto the head, sew the top of the ear to the bottom of the ear, so it curls in on itself.

Make muzzle using noir yarn (D) but do not work the last round of the pattern. Make 4 legs using Canelle yarn (C) but do not work the last two rounds of the pattern.

Make tail using Canelle yarn (C) insert pipe cleaner the same way as the leg pattern. Curl the tail before sewing onto the body.

DALMATIAN DOG

Make the same as the brown dog pattern but using Ivory yarn (A) and 0.6cm (¼in) black toy eyes. When sewn together use Noir yarn (D) to embroider French knots over the head, body, legs, ear, and tail to create spots. »

SAFETY FIRST Hand-crafted amigurumi items are collectables and are not intended as toys or for young children. Always make sure you use natural yarns, safe toy stuffing and safe toy eyes. Pay attention when stitching together so everything is very securely in place and as safe as possible.

Remember, if you intend on selling them, even if they are not sold as a toy, there are strict regulations to adhere to. Visit craft-seller.com/free-downloads for more legal advice on child safety.

READER OFFER

Use our exclusive *Craftseller* discount code and receive 25% off any pattern you buy from Liz Ward's Etsy shop, Amigurumi Barmy. Just use the code CRAFTSELLER1 at the checkout – it's valid for five months!



SHOW US ON PINTEREST!

Send us your crafty photos and we'll add them to [Pinterest.com/craftseller](https://www.pinterest.com/craftseller)



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

Read our top tips to help you sell your cute crochet pups



1 **Set up a Facebook page** or Pinterest board for your pups complete with profiles, names, likes and dislikes!



2 **Keep to the dog theme** by using bone or paw print motif paper for packaging – you could even make little cardboard kennels to house them in!

3 **Personalise the collars** by stitching the buyer's dog's name for a truly unique gift. This means you can charge extra, but make sure you get all the details correct.

4 **Go large.** Make a maxi version of the dogs by upscaling the measurements to create a giant hound – don't forget to upscale the price too!

5 **Use fabric scraps** instead of crochet and make up the dogs in various colours and textures for a folksy style.

6 **Add cute accessories** such as a crochet bone or snuggly blanket – buyers love add-ons and collectables.

7 **Dog motifs** are currently very popular, so why not create other hound-related makes to capitalise on this.

8 **Be charitable** and add a link from your site to a dog charity. It's a nice touch that dog-lovers will appreciate.

9 **Change the colours** to rainbow brights or pastel hues and get those colour-lovers snapping them up!

10 **Make a set of mini-pups** and turn them into charms, keyrings or even cute car accessories. 

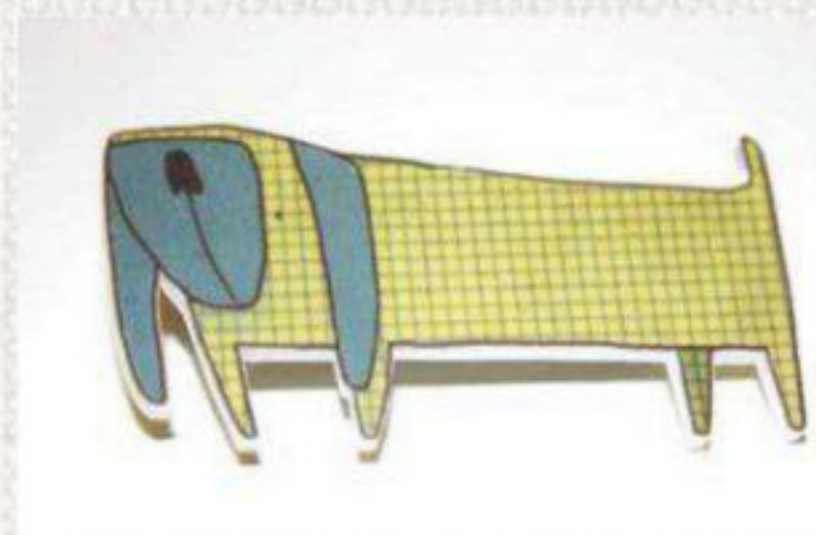
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Folksy: Bellissima keyring or bag charm by Monique Boutique £7.50



Folksy: Blue and Yellow Dog Brooch by Kayleigh O'Mara £2.50



Ask us

Our panel of experts are on hand to answer all your crafting and selling questions



Dunelm Mill blue glass dish (£8.99) and box (£9.99)

Paper trail

Q I'd like to sell my handmade soaps wrapped in beautifully designed papers bought at various craft shops. Is it OK to do this or should I get the paper designer's permission? It is an area I am very confused about. Can you help?

SHARON RUSSELL, BY EMAIL

A Damien Davies, of the Intellectual Property Office advises, "If it is an original design, say for example wallpaper, then it may well be protected under copyright. If that is the case then you will need to seek permission." We suggest you check with the supplier, who should be able to clarify with the paper designer, whether their products can be used for commercial purposes. For more information and advice visit ipo.gov.uk/types/copy/c-about

Feeling quilty

Q Can I use any sewing machine to make quilts with, instead of hand stitching?

CHLOË O'NEILL, WELWYN GARDEN CITY, HERTS

A You can quilt with most good-quality machines but here are some top tips. As a general guide it does make life easier if you have a machine that is roomier in the area to the right of the needle and a heavier machine to hold the bulk. You will need to have a large surface to the rear and left of your machine to help you support the weight of the quilt. If your machine doesn't come with presser feet, purchase an even-feed foot to make machine quilting smoother and pucker-free. To prepare a quilt larger than 92 x 92cm (36 x 36in) roll two sides towards the centre, leaving 30cm (12in) of quilt flat and secure the rolls with bicycle clips. For tutorials, tips and further advice, visit dummies.com and search Machine Quilting Tips and Tricks.



With our tips you can sew a quilt using most good sewing machines

»

MY TOP
TEN TIPS**IWONA CHARLESON**

runs Creative Croft, she keeps Shetland Sheep and turns the fleece into yarn to knit, crochet and felt. These are her top ten tips.

- 1 Make what inspires you, what you love.
- 2 Experiment, learn new techniques in your craft to stay fresh.
- 3 Pay attention to detail and finishes.
- 4 Always be polite and efficient with your customers.
- 5 Keep your work area organised.
- 6 Believe. I wasn't going to take a necklace to a fair but the buyer ordered a matching bracelet.
- 7 Find a theme to link your items.
- 8 Ensure packaging is sturdy, to prevent breakages.
- 9 Explore different selling outlets.
- 10 Above all else remember to enjoy the experience and have fun with it.



Milling around

Q This summer I want to make some colourful windmills with my children. Do you have any simple instructions and tips that I could use?

CHARLOTTE HURD, LEICESTER

A We included a pinwheel project in the Mummy Makes book with issue 25 or you could use a basic template like the one that can be downloaded from metoffice.gov.uk/education – and decorate it with colourful patterns. Then put a lump of Blu-Tack under a little circle in the centre and make a hole with a pencil or knitting needle – you need to make four more, as shown on the template. Fold the corners to the centre and push a paper fastener through all five holes. Thread a small bead on the back of the paper fastener or split pin. Make a hole near the top of your cardboard tube. Push the paper fastener in the hole and fold the ends back to stop it from coming out again. You can also use this template on different materials including thin but sturdy plastic. This simple project is a great way to recycle everyday waste, plus they'll have the added benefit of being weatherproof.

So sweet

Q I want to start selling my homemade bonbons. What do I need to be aware of?

MRS LIZA JONES, SWANSEA

A Before you start, get in touch with your local authority. They'll help you to register your business, plan your business, organise waste and recycling collections and get appropriate training and tools. You must register your premises

Products that come in rainbow shades always stand out



Sweetheart Storage Jars are £16.95 for the set from Dotcomgiftshop

with the environmental health service at your local authority at least 28 days before opening. Registration is free and applies to most types of food business, including catering companies run from home and mobile or temporary premises, such as stalls and vans. If you have more than one premises, you will need to register them all. If you are selling from the street, check whether you need a license. You also need to consider General Food Law Requirements, keeping a written record of all the suppliers that provide you with food or ingredients. Do you have safety management procedures in place and up-to-date records? You need to understand the principles of good food hygiene and consider health and safety, fire safety arrangements and make sure you describe your sweets accurately. For more information visit food.gov.uk

f FAQ

This month our top Facebook question is...

Q What is RSS? Do I need to know about it for the blog I want to set up?

HAZEL HADFIELD

A An RSS (Rich Site Summary) allows web users to track their favourite sites. Instead of bookmarking, RSS is like a newsfeed, full of updates from their top pages. Subscribe to the feed on your favourite sites simply by hitting the RSS button.

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"These old pinking shears form a fundamental part of my baby shoe production. They're from my grandmother who is a seamstress. They must be at least 40 years old! She wouldn't let anyone else use her shears and would scold my grandfather if he tried, with a, "They're not for cutting paper!" She looked after them well as they have lasted. I love the sound they make when I'm cutting and they feel so light,

manageable easy to use. They give a nice neat edge to the felt, which adds to the design and appeal of the shoes. I designed my first pair of shoes after seeing a pattern for baby's booties in *Craftseller* and used the shears then. became hooked and made four pairs in the first week. I love that my grandmother's shears have inspired me to create something that I am so proud of."

GUEST EXPERT



LOUISE GUINDA, founder of Safe Dreams, invented Safebreathe toys and the Cot Wrap. She's won awards, made TV appearances and is author of *How to Get on the High Street* (£10 from brightwordpublishing.com).

Dream of seeing your creations on the high street? Now is the time to make this dream a reality. The craft bug has even reached John Lewis, who now stocks beautiful products designed by British crafters. Here are three steps to getting high-street-ready:

1 Understand margins

Large retailers sell products for at least double the price they pay for them. While this may come as a shock, think about it – stores need to pay staff, rent and shell out for expensive advertising campaigns. If you are serious about getting onto the high street, margins are something that you should take into consideration from the beginning. Never sell your products for less than double what it costs to make them.

2 Build up a following

Large retailers do not like risks, they will only give up shelf space for a new product if they are sure their customers will love it. Get your products under as many people's noses as possible by being featured in the media, winning awards and being in as many small independent stores as possible. If you are really successful, you may find that large retailers approach you first.

3 Scale up (or at least be prepared to)

Big stores prefer to deal with big suppliers. This is because bigger suppliers are generally more reliable: they aren't going to leave the store with expensive empty shelf space by being unable to fulfil orders. If you are working solo from home at present, don't despair. Get professional-looking business cards, get into the habit of referring to your business as 'we' rather than 'I' and have a plan in place for how you can produce your product in bulk if you need to.

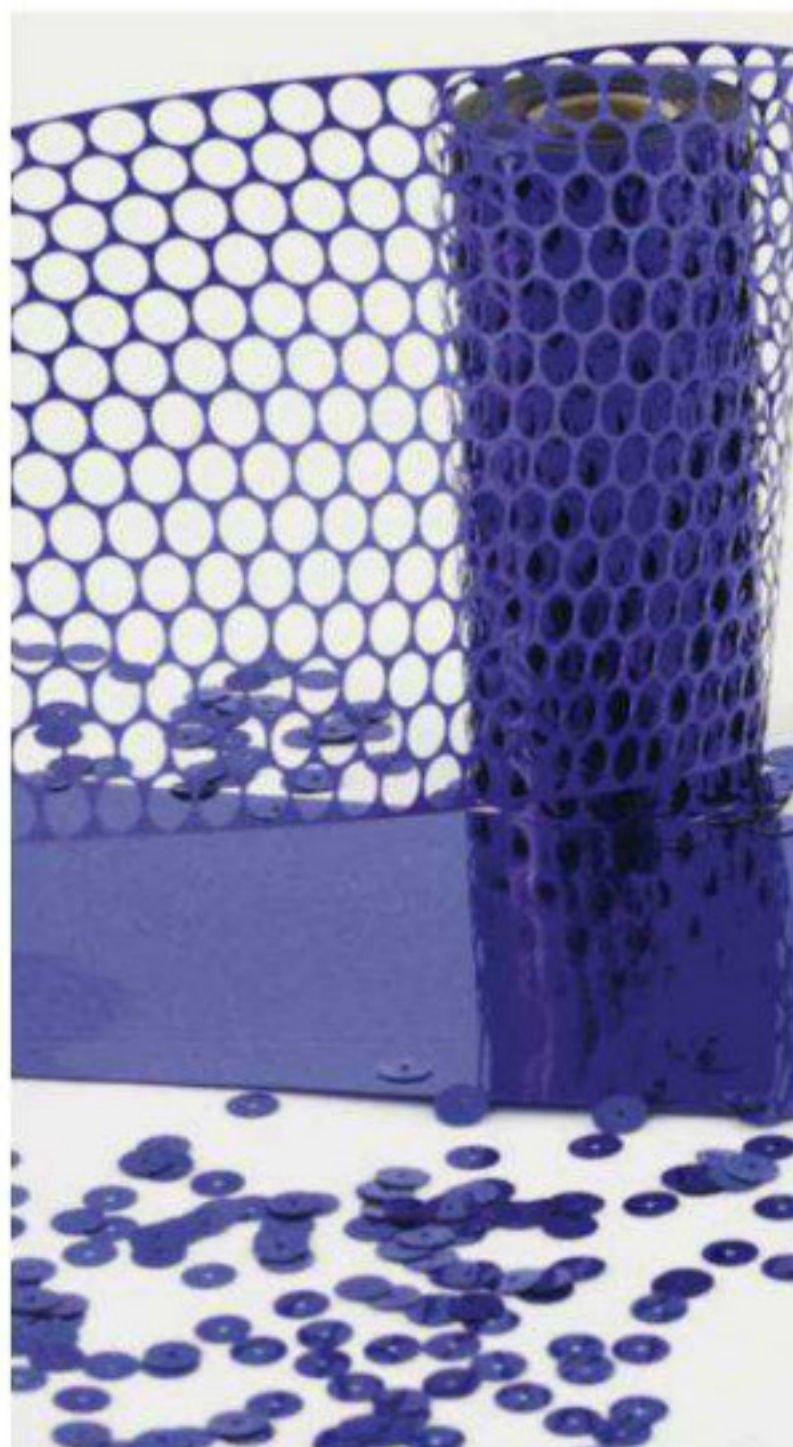


Make you go bling

Q Can you tell me what the material is called that sequins are made of and how I can get hold of some?

DEBORAH DUDMAN, BY EMAIL

A We spoke to Peter Cogger of internationally renowned Josy Rose, the only manufacturer of sequins and sequin trimming in Europe and the UK's leading advisor on sequin products, Peter told us: "Sequins are usually made from two materials, either PET (Polyester) or PVC (Polyvinyl chloride). PVC can be hand-washed at up to 30 degrees but NOT dry cleaned as the solvents used in the washing process melts the PVC. PET can also be washed at 30 degrees and can also be dry-cleaned. You can buy the sequin film in a choice of 52 colours at £4.50 per 5 metre roll and the sequin honeycomb mesh for 98p per 5 metre roll in a choice of seven colours at, just visit josyrose.com"



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Dear *Craftseller*, 9th Floor,
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MAKE IT

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Make a crafty tenner

Appeal to the growing summer scrapbooking crowd with a breezy journal made from cool digital papers that you'll only have to buy once, for big profits! **By Annie Bellamy**

INFORMATION

Materials

- Sketchbook/journal
- Glue & craft knife
- Bakers twine
- Black inkpad
- Bone folder or equivalent
- Patterned papers, eg, A Perfect Summer (pack 2) and element pack available from jessicasprague.com

Size: Varies

Skill level: Easy

Entice the scrapbooking set to your stall with a hand-crafted journal for storing and saving special summer memories. You're sure to attract a crowd – scrapbooking is so popular especially during holiday season – and those in the community know how much branded journals and scrapbooks can cost if you buy them from the shops! Check out cut-price journals from pound shops and supermarkets, and consider offering all different shapes and sizes to increase your selection and your profits.

How to make the summer scrapbook

- 1 Print out a selection of patterned papers to use throughout the book. Cut three large rectangles just slightly smaller than the book, round the corners and stick onto the front, inside front and back covers.
- 2 Cut out three rectangles of varying sizes from three papers, ink the edges if required, and stick onto the front cover in a layered style as shown in the photo. Cut two strips of paper and stick these on towards the top of the layered block.
- 3 Print out the 'I love blue skies' element and layer onto an orange strip, trim

and stick to the cover of the book. Print out further elements and add to the cover.

- 4 To finish off, print out four bunting flags, cut out and stick to a length of twine. Stick onto the cover and fold the ends of the twine around the cover.
- 5 To make the pocket for the inside cover, print and cut out a yellow rectangle. Cut a triangle into the top of the pocket. Score and fold-in three sides and stick down using glue on the three folded sides.
- 6 Add the 'summer fun this way' element to the pocket. To finish off the back cover, print out three pieces of paper or elements and layer, as on the front cover. 

TOP TIP

Add more pockets and backgrounds throughout the book using the paper and elements



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More ways than one...

Give your sales a boost with one pattern that creates a beautiful vintage flower for three different uses **By Emma Read**





How to make the three accessories

INFORMATION

Materials

- * Hot glue gun and glue sticks
- * Needle and thread
- * Scissors
- * Pins

For the peach bag charm flower:

- * 11 x 40cm (4 1/4 x 15 3/4in) of peach thick matte satin
- * 11 x 40cm (4 1/4 x 15 3/4in) of peach thin matte satin
- * 18 x 2.5cm (7 x 1in) cream satin ribbon
- * 18 x 1cm (7 x 1/2in) white satin ribbon
- * 5cm (2in) circle of scrap white leather
- * 8 x 1cm (3 1/4 x 1/2in) of scrap white leather
- * Diamanté button
- * Antique bronze split key ring with trigger snap attachment

For the pale green brooch flower:

- * 11cm x 40cm (4 1/4 x 15 3/4in) of pale green thick matte satin
- * 11cm x 40cm (4 1/4 x 15 3/4in) of pale green silk dupion (raw silk)
- * Satin and lace covered vintage button
- * 18cm x 2cm (7 x 1in) wide pink ribbon
- * Scraps of lace and net for leaf
- * Blank silver brooch clasp
- * 5cm (2in) circle of white felt

For ivory hair clip flower:

- * 11cm x 40cm (4 1/4 x 15 3/4in) of ivory thick matte satin
- * 11cm x 40cm (4 1/4 x 15 3/4in) of ivory thick shiny satin or silk
- * 6 vintage-style pearl beads in various sizes
- * 18 x 2.5cm (7 x 1in) pale blue vintage ribbon
- * Scrap of vintage lace for leaf
- * Blank silver hair clip
- * 5cm (2in) circle of white felt

Size: 10cm (4in)

Skill level: Easy

These flowers are really easy to make, and with our simple pattern and instructions, you only need to alter each one slightly to get three different uses. Try trendy bag charms, a delicate hair flower and a statement brooch, each one in different shades with different embellishments. They are glam enough for nights out and parties, pretty enough for weddings and christenings, yet cool enough for everyday wear. You could even make smaller ones and use them to decorate gift boxes for your makes.

How to make the basic flower

- 1 Take two different types of fabric in the same colour, and with the flower templates on p102 cut a total of four large flower shapes and four small flower shapes.
- 2 Lay the two large flower shapes in the same fabric on top of one another alternating the angle so there are no gaps.
- 3 Next lay the two remaining large flowers in different fabric on top of one another, again alternating the angle so there are no gaps.
- 4 Lay all four smaller flower shapes on top of the large shapes in the same way. Hold all layers together with a pin. Sew a circle in running stitch in the centre of the flower, going through all layers.
- 5 To give the flower more shape, use very small dots of hot glue, in areas that can't be seen to stick petals together. Continue through all petal layers until you're happy with the flower shape.

For the peach bag charm

- 1 Using a hot glue gun, glue the diamanté button into the centre of the flower. Cut 18cm (7in) of cream satin ribbon and 18cm (7in) white satin ribbon. Lay them both in an upside down 'V' shape, with the thin ribbon on top, sew to the back of the flower in the centre. Trim as shown to prevent fraying.
- 2 Using the template on p102, cut a 5cm (2in) circle of white leather, plus an 8 x 1cm (3 1/4 x 1/2in) strip of white leather.
- 3 Thread the leather strip through the split ring end of the key ring attachment, and glue the ends of leather together to create a loop. Glue the loop ends to the outside edge of leather circle on the wrong side, then glue the leather circle to the flower back.

For the pale green brooch flower

- 1 Using a hot glue gun, glue the satin and lace-covered button into the centre of the flower. Cut 18cm of 2.5cm (1in) pink ribbon, and lay in an upside down 'V' shape.
- 2 Using the net and lace scraps, cut out two leaf shapes one slightly smaller than the other. Arrange ribbon and lace together to create a leaf shape with ribbon at the back. When you're happy with the shape, sew to the centre at the back of the flower.
- 3 Using the template on p102, cut out a circle of white felt and glue to the back of flower. Glue the brooch clasp in place on the back of flower, you can cover the messy glue area with a tiny rectangle of white felt.

For the ivory hair clip flower

- 1 Using a hot glue gun, glue the vintage-style pearl beads to the centre of the flower, being careful not to overload on glue. Make sure you use a range of sizes to add to the eclectic vintage style.
- 2 Cut 18cm (7in) of 2.5cm (1in) wide pink ribbon and lay it in an upside down 'V' shape. Using some vintage-style lace, cut a leaf shape, again arrange ribbon and lace together to create a leaf shape with ribbon at the back. When you're happy with the shape sew it to the centre back of the flower.
- 3 Using the template on p102, cut a circle of white felt and glue to the back of the flower. Glue the hair clip in place on the back of the felt. To cover the messy glue area attach a small rectangle of white felt.



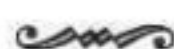
SELL MORE

Use 100% scraps
from your stash and
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shoppers



My craft shop

Meet a trio of craft sellers who share the moneymaking secrets behind their success



The stallholder



BECCI BAYLISS
from Staffordshire
Becci Bunny Makes

WEBSITE
beccibunnymakes.co.uk

Becci sees craft fairs as the perfect place to network and promote her business

"I run sewing workshops from my home in Staffordshire, and sell my work at fairs which I've been doing for over a year now. They are definitely my favourite way to promote my business, meet people and sell my creations.

"My first event was at one of Wolverhampton's Vintage Fairs, which are held across the West Midlands and Staffordshire. I was very nervous but wanted to take my craft to another level.

"Selling at a fair was a massive step for me as I'm quite a shy person – but I called the organisers, booked a stall and I haven't looked back since. I try to do two fairs a month – increasing to one a week in the run-up to Christmas. I do all sorts of events – local schools, village fetes, vintage and craft fairs.

"In my online business I sell a lot of personalised items for children, whereas smaller, lower-priced items sell better at fairs. I have also started running small sewing and crochet workshops at some fairs, it's a great way to get people engaged in making and is good publicity for my courses.

"I always look at a fair as a networking, advertising and promoting opportunity and anything I sell on top is a bonus. I'm so glad I pushed myself to make that first call!"



Becci's gorgeous cushions sell well online and at fairs

TOP TIP

Shoppers hate having to ask for an item's price – so make sure you mark everything clearly

"Selling face-to-face was a massive step as I'm quite a shy person"

The Poppito seller



ELLEN BOYLIN
from Warwickshire
Fat Fairy Jewellery

WEBSITE
poppito.com/shops/fat-fairy-jewellery



TOP TIP
Twitter is an amazing resource, so quick and efficient for spreading the word about your craft



Ellen's unique gemstone jewellery offers reiki healing

Ellen's background as a healer adds an extra dimension to all her pieces

"We are a family business making bespoke jewellery – only one of each item is ever made. I started making jewellery in 2007 while attending classes.

"As a reiki healer, I use a lot of gemstone crystals with my treatments, so it seemed natural to start using gemstone beads in our jewellery designs. Each piece of jewellery that we make will naturally pick up

some reiki energy while it is being created. We can also make commissioned pieces using gemstone beads to match buyers' birth signs.

"Rebecca at Poppito has been a great help and support to Fat Fairy Jewellery – especially as she also creates gorgeous jewellery herself. We've taken part in both the pop-up shops that she has run, and the site is very easy to use – in fact it's easier to upload pictures of our makes onto poppito.com than it is to add them to our own website!

The website owner

Pat loves using her craft skills to give vintage and pre-loved items a new lease of life

"Last year I decided to start taking my cards, jewellery and gifts to craft fairs, as I have a surplus of items taking up space. Then I set up my first website. It looked great and was easy to update, but achieved relatively few sales. I found that I was getting more sales from fairs and Facebook, although the website was good for publicising forthcoming events.

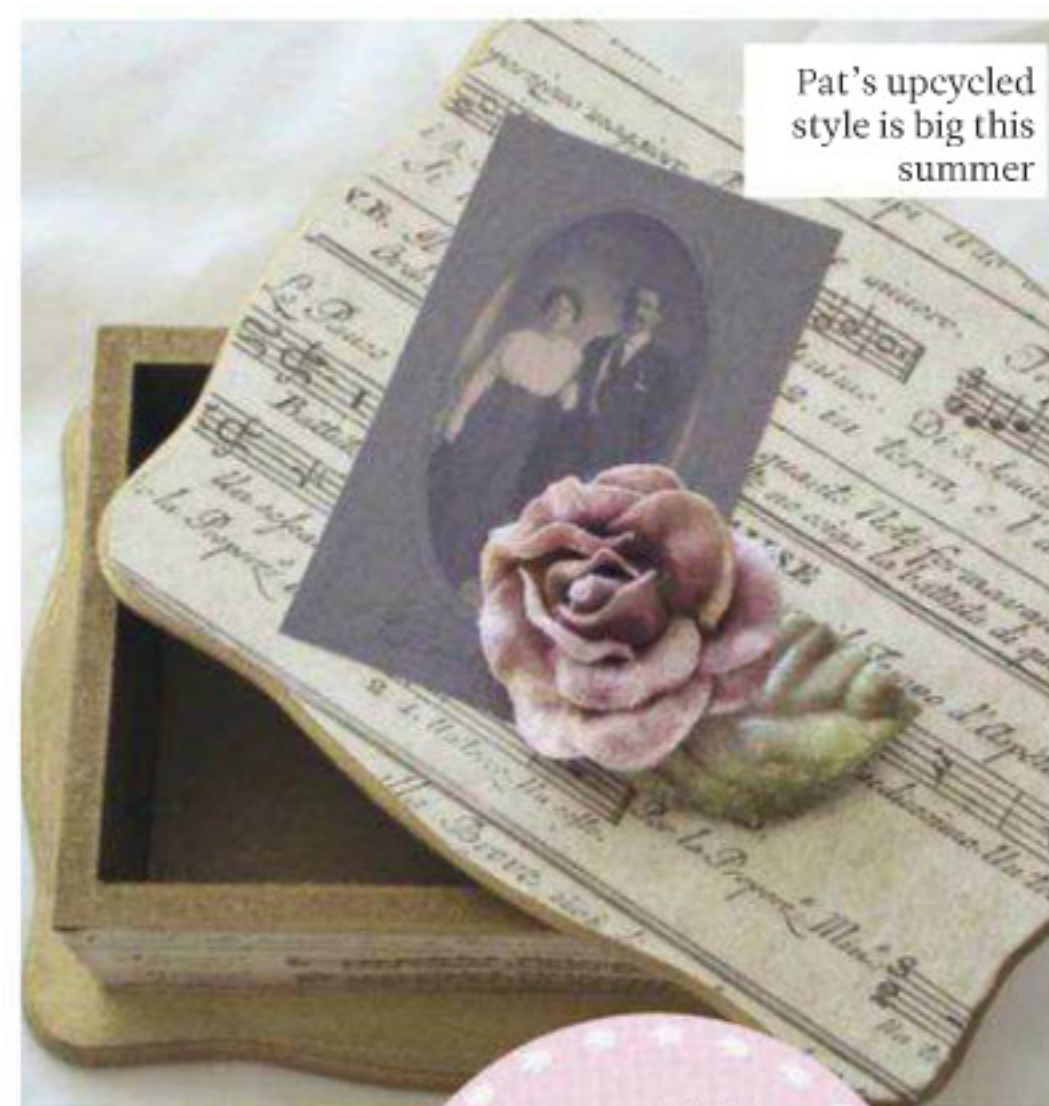
"At the end of last year I changed to free website provider, weebly.com. They have lots of templates to help you make a very professional website. Currently, I use my website to showcase my creations and publicise events and stockists – I don't sell from it, as many people don't like buying from small sites.

"I love working with wood, fabric, paper, card, and I love upcycling vintage items. I like to stock a variety of gifts in my shop, so that there is something for every taste. I also get bored of making the same things – I prefer to create unique items which you can't find on the high street."



PAT WILKES
from Birmingham
Starlight Gifts by Pat

WEBSITE
starlightgiftsbypat.co.uk

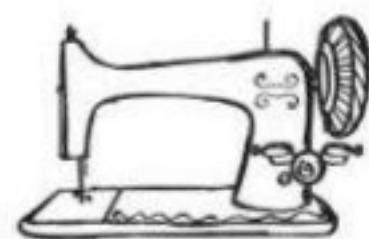


Pat's upcycled style is big this summer

"I stock something for every taste in my shop"

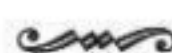
TOP TIP

Blog alongside your website. The more you blog and update, the more traffic your site will attract



Crafty courses

Why not add a new craft to your skill set? Here are some of the best courses worth exploring this summer...



Felt is perfect for both art and practical items



Rose Tinted Creations

Alison Rose runs classes in felt-making, rag-rugging, jewellery-making and upholstery from her home studio in rural Cheshire. And, whether you're a complete beginner or an experienced crafter Alison can tailor her class to you.

Though she's an experienced tutor in all four fields, Alison is passionate about felting. As she explains, felt can be used in artistic and practical ways. "You can create the finest gauze-like material, or something stronger for a three-dimensional object. In practical terms, felt lends itself to clothing, handbags and footwear."

Each of Alison's felting classes demonstrates a different technique, fully

exploring the medium. "It's a wonderful material to work with. And it's affordable to take up at home, as there is no expensive equipment. I love teaching felting too, as everyone can produce something!"

"Felt is a wonderful material"

Alison's rag-rugging courses are equally popular: "It's been a working-class tradition for centuries but in America it developed into an art," Alison explains. "With the current trend towards recycling, rag-rugging is ideal for using fabric scraps!"

INFORMATION

* Day schools in felt-making, rag-rugging, jewellery-making and upholstery cost £65 – inclusive of all materials plus lunch and refreshments. Maximum class size 6: discount for group bookings.

* See the courses page of Alison's website for more details or contact Alison on 01477 533985, rosetintedcreations.co.uk or Twitter @RoseTintedArt.

Glass Magic

Richard and Lesley White teach four basic glass art techniques – including traditional leaded and ‘Tiffany-style’ copper foiled stained glass, glass fusing and lampwork – from their Victorian home on the coast in sunny Southport.

“The stained glass techniques we teach use tools, materials and methods which would have been familiar to mediaeval craftsmen and to the glass artists of the 19th-century

“We’ve welcomed all sorts of people”

Art Deco movement,” Richard reveals. “Over the years we’ve welcomed all sorts of people on our courses, from students through to retired folk.”

The couple offer one-day taster courses in all of the forms they teach, allowing new learners to come away with a completed piece – be it a leaded panel, light-catcher, used-glass jewellery piece or set of glass

beads. Longer courses can be geared more towards each student’s individual project. “With no more than four students at a time and with both of us teaching, we can offer all the attention students need to achieve exciting and fascinating results, as well as an informative, relaxed and entertaining atmosphere that helps students channel their creative side,” adds Richard.

INFORMATION

* Glass Jewellery tasters run on Saturdays and Sundays. Next sessions 13 & 14 July, 24 & 25 Aug. Stained Glass taster also run on Saturdays and Sundays: next sessions 6 & 7 July, 17 & 18 Aug. All courses run 10am-4.30pm for £100, including materials, tools and lunch.

* For more information contact Richard and Lesley on 01704 547114, enquiries@glassmagic.co.uk or visit glassmagic.co.uk



WHY NOT TRY...

Other great craft courses taking place around the country

Anglia Leisure Learning

Based at a conference centre in 20 acres on the Suffolk/Norfolk borders, Anglia offers a wide range of one-day and weekend residential hobby, leisure and craft courses. Crafts include patchwork and quilting, beading, textiles, encaustic art and more.

Visit anglialeisurelearning.co.uk

Create Jewellery

Create offers jewellery and tiara-making workshops at venues across Lincolnshire, plus one-to-one classes. Day workshops cost from £87, 2-hour sessions from £25. Meanwhile, the online jewellery school (£19.97/year), offers tutorials, business advice and more.

Visit createjewellery.co.uk

Gosforth Pottery

Stay for a week or weekend and learn to throw a pot and make hand-built pottery at this idyllic Cumbrian farmhouse with its beautiful garden and home-cooked food.

Visit gosforth-pottery.co.uk

Snail Trail Handweavers

Martin Weatherhead offers residential and non-residential courses in weaving, spinning and dyeing at his farmhouse studio in Pembrokeshire. Stay and learn for two, three or five days, focusing on one or all three skills. Martin also runs weaving and dyeing workshops for guilds across the UK.

Visit snail-trail.co.uk

Lynn Ramsbottom

This textile artist and felt-maker teaches groups of 2-5 people how to create felt bags, scarves, wall hangings and more at venues in central Scotland or from her Dunblane studio. From £40 for day classes, £95 for two days. All materials included.

Visit irresistiblefelt.co.uk



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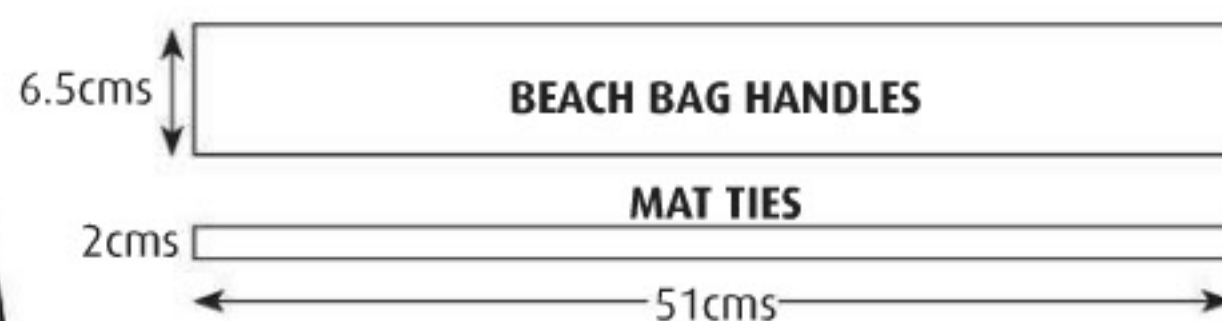
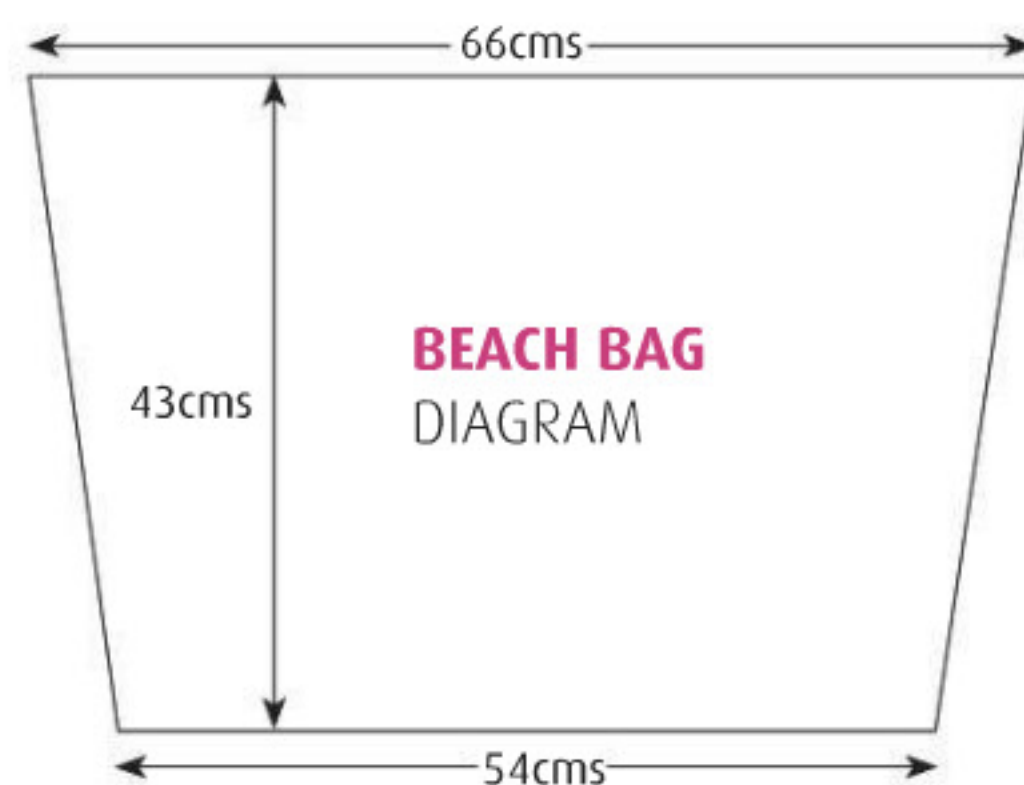
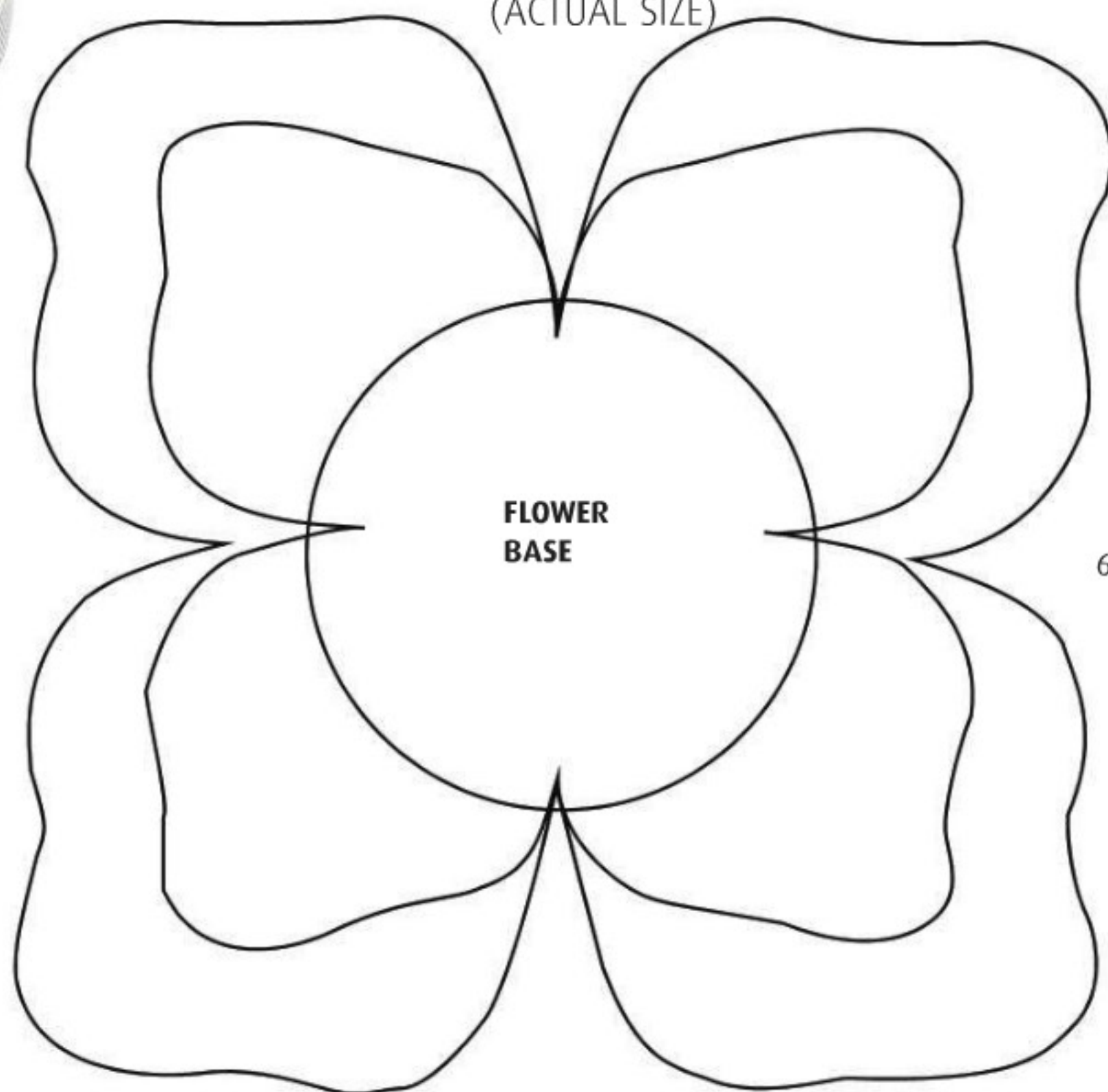


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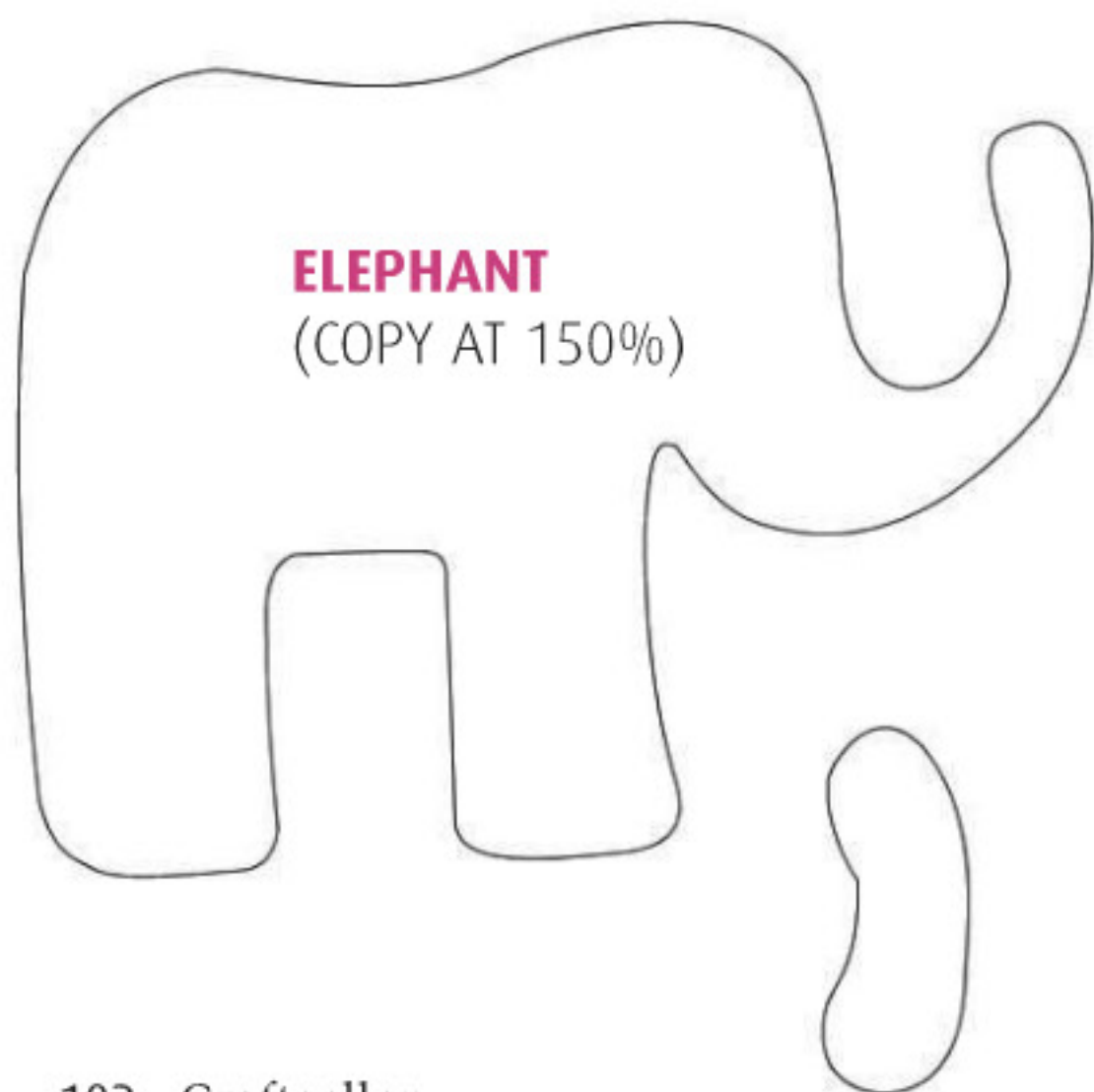
Templates

Use these templates to make the babushka dolls on page 16, giftcard holder on page 25, photo album on page 26, beach set on page 28 and the corsage on page 94

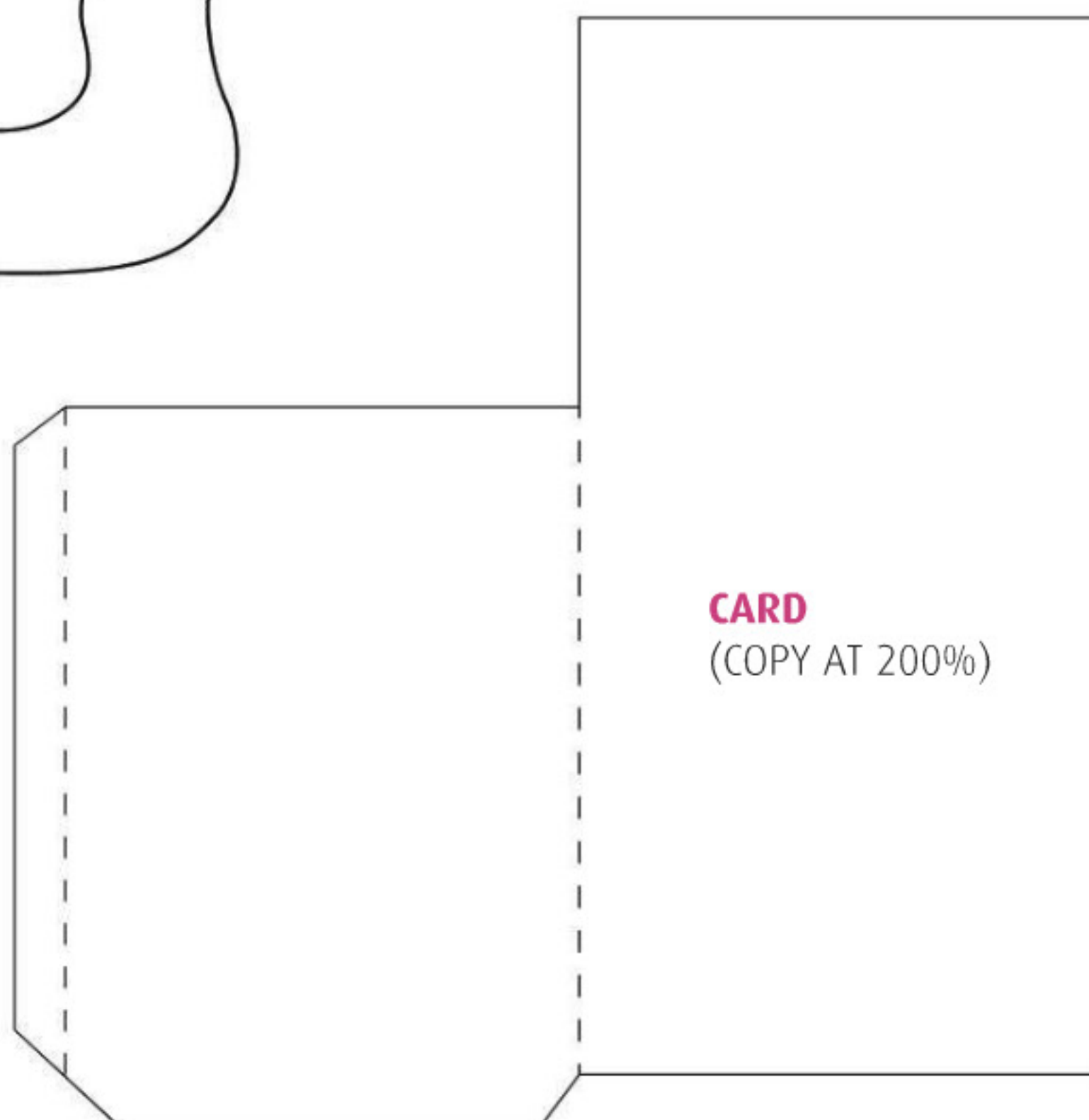
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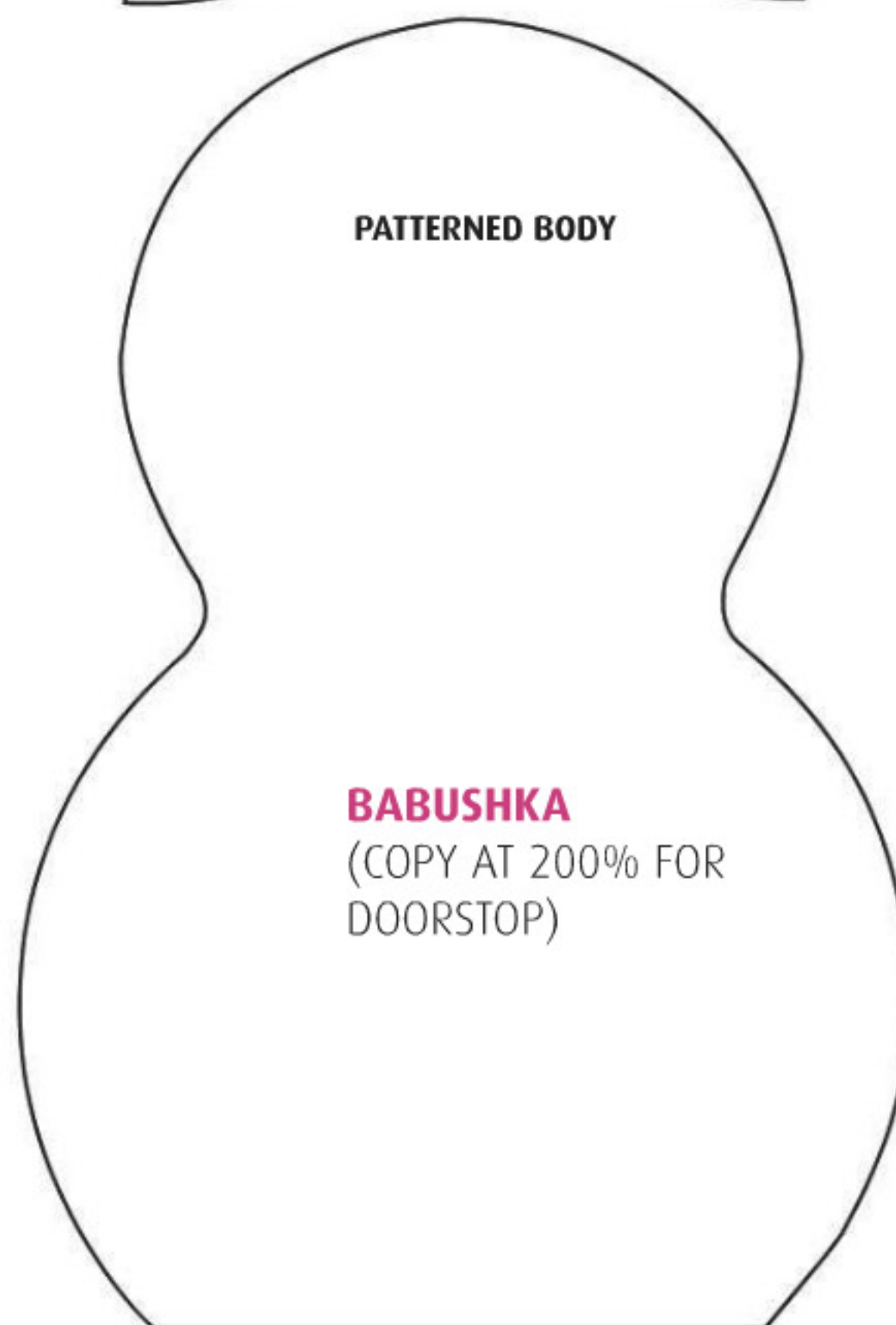
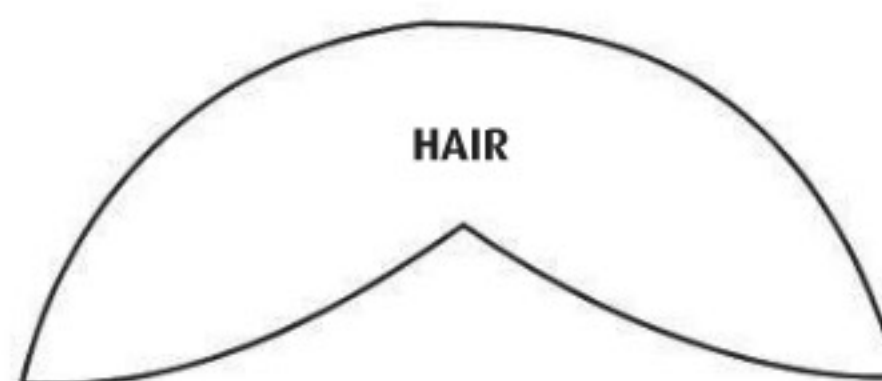
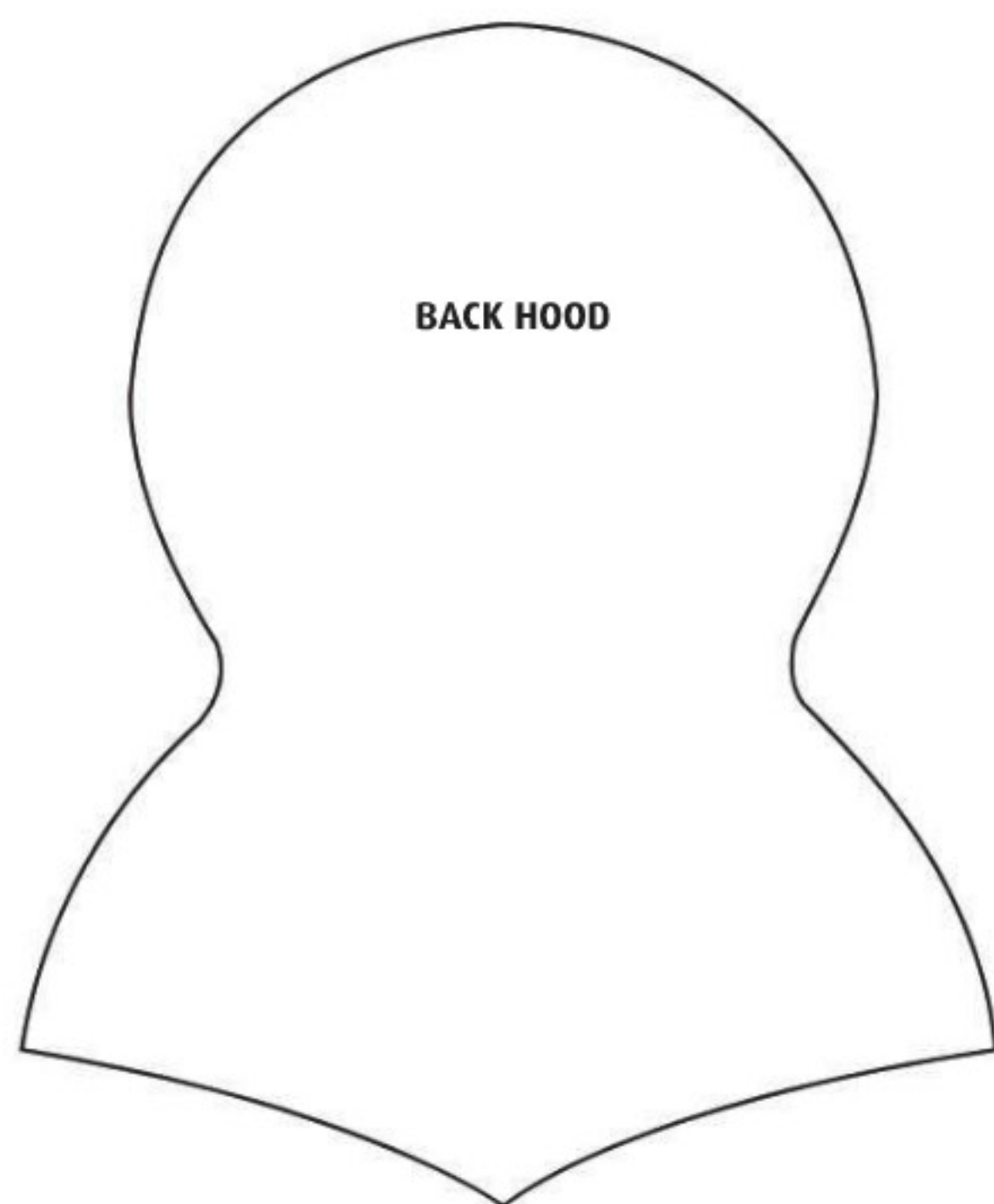


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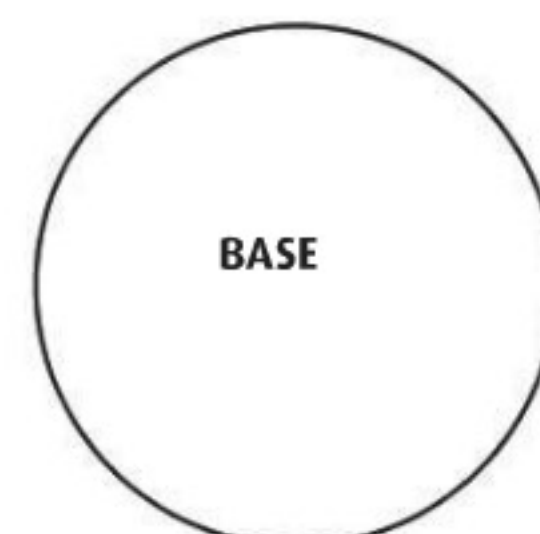
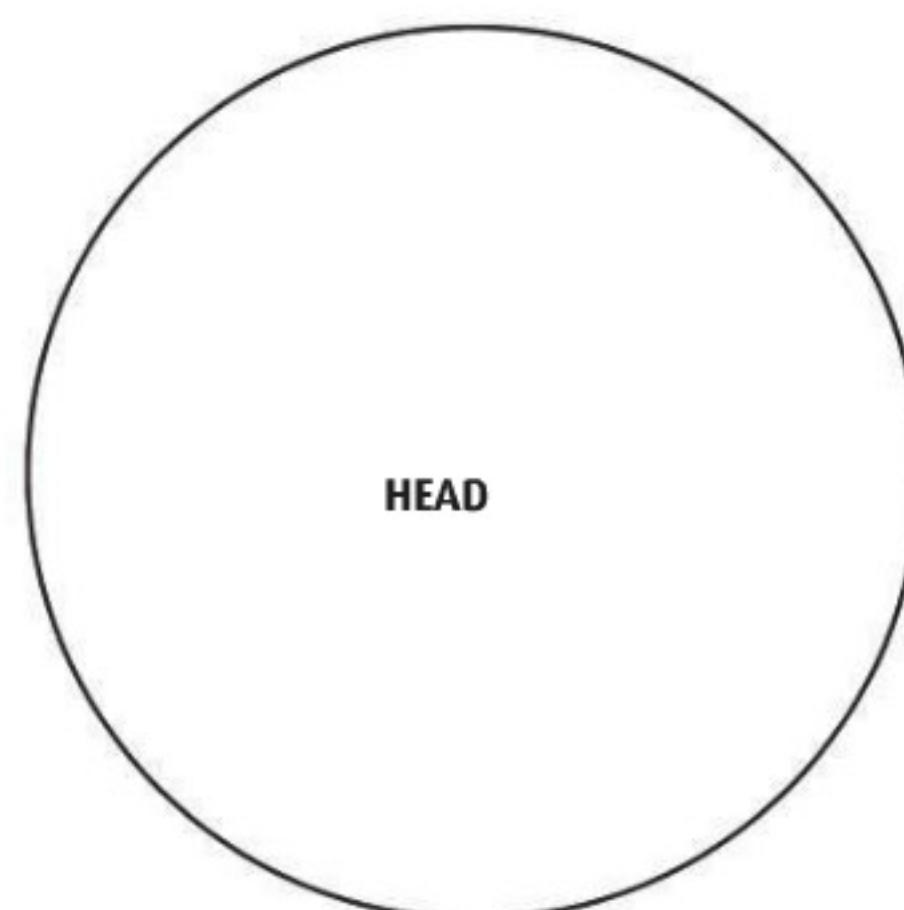
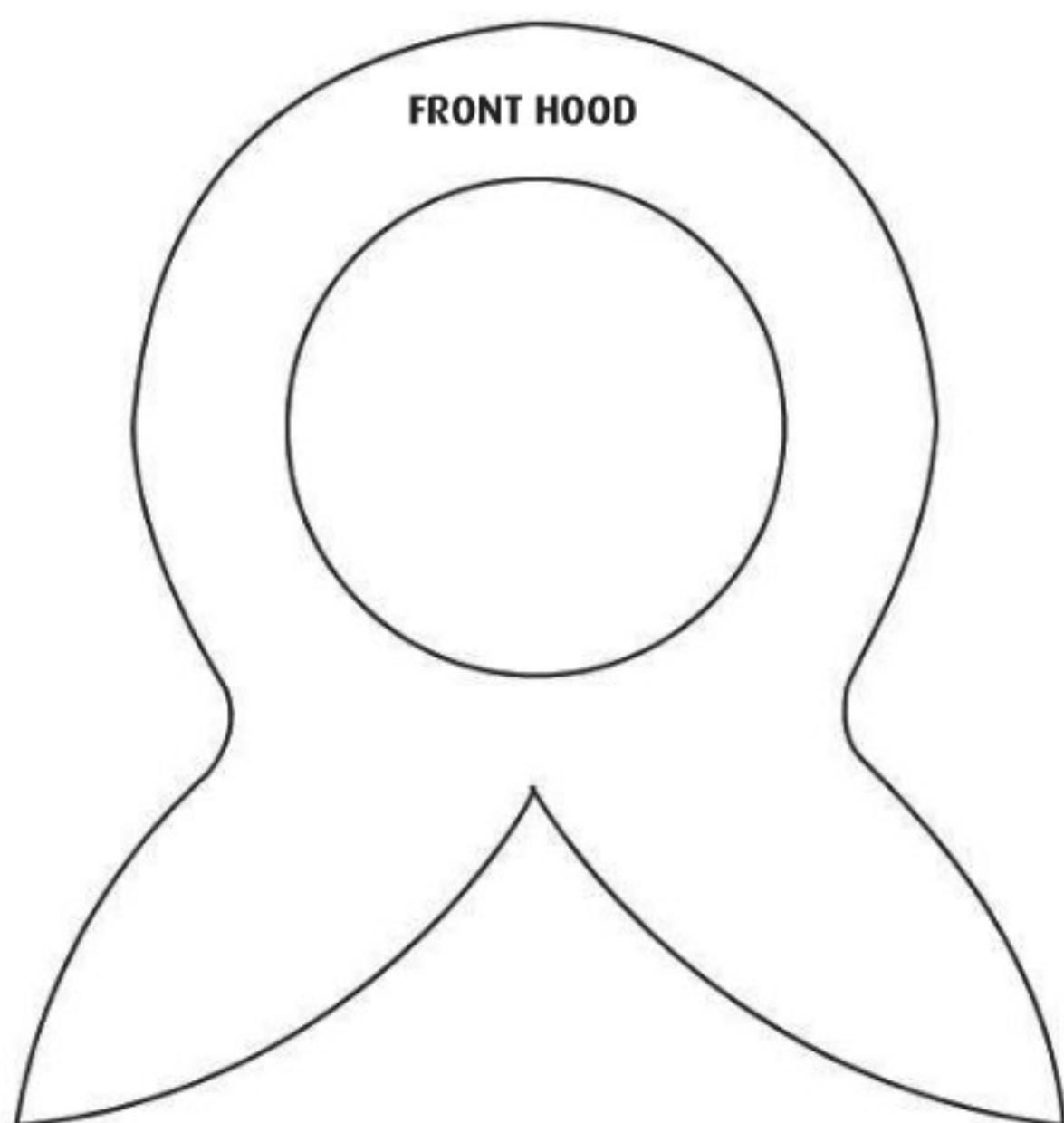


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Online loves

We can't resist taking a peek at the amazing makes that hit the handmade marketplace each month – here are some highlights



Cute

- * Two big trends – needle-felting and foxes – in one cute brooch. What's not to love?
- * **Needle Felted Red Fox Brooch** by **FeltCuriousShop**, £21.00 on [etsy.com](https://www.etsy.com)



Baking

- * Get a yummy slice of cake in the post every month? Yes please, sign us up!
- * **Cake Slice Club** by **The Cake Nest**, £19.50 on [wowthankyou.co.uk](https://www.wowthankyou.co.uk)



Fashion

- * Vintage-style florals are always perfect for summer and we ADORE this retro number.
- * **50's Floral Dress** by **PlumandPigeon**, £50 on [etsy.com](https://www.etsy.com)



Accessories

- * Brooches are big news – and how cool is this wooden camera one? Snap it up!
- * **Wooden Brooch: Camera** by **Beetle Cherry**, £5 on [folksey.com](https://www.folksey.com)



Homeware

- * Origami is hugely popular right now and we love its influence on home furnishings.
- * **Yellow Bird Origami Patchwork Pillow** by **KissenStudio**, £36.97 on [etsy.com](https://www.etsy.com)



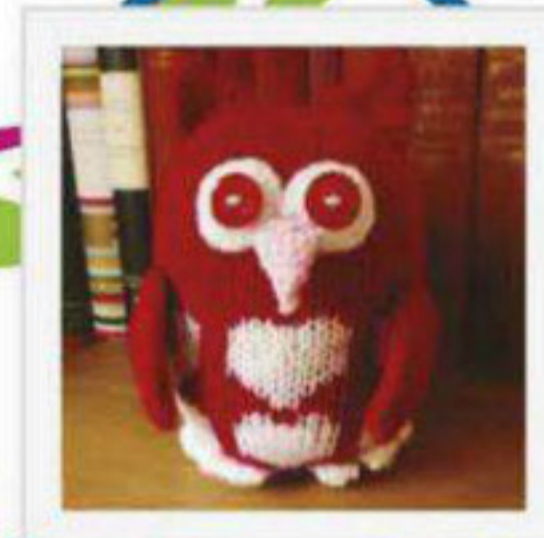
Accessories

- * Forget those ugly industrial-looking panniers! This is the way to do bike bags...
- * **Waxed Canvas Pannier** by **Treesizeverse**, £127.06 on [etsy.com](https://www.etsy.com)

Want to make a bike bag? Use luxury, tangible fabric to sell for a premium

"The site is easy to navigate and uploading products is straightforward" **ZukieStyle**

"Tracey really cares about the stores and their owners" **Kozmic Dreams**



"The features available far surpass the larger, more established, selling platforms" **Mystic Earth**

"In terms of growth for our business WowThankYou has been truly fantastic" **Pickle Pie**

Join one of the fastest growing marketplaces that promises everything is **100% HANDMADE** within the **UK**. With 1100 sellers at the time of printing, and averaging 38,000 unique hits every week, we offer a friendly selling platform that gives you total control of your feature-filled store. With over 11,000 products listed so far, could yours be the next to appear on our homepage?

WITH A WOVTHANKYOU STORE YOU CAN...

- Run store-specific promotions and discounts
- Take advantage of a low-fee pressloft package
- Get discounted professional product photography
- Choose between free membership to the Professional Crafters Guild or a free stall at the next available CRAFTfest virtual craft fair*



WHY DELAY? APPLY TODAY! CLICK ON 'SELL WITH US' AT

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*The current joining promotion (when joining at full price) gives the new storeholder a choice between free membership of the PCG or a free stall at the next available CRAFTfest virtual craft fair.

Go ahead... get creative!



JP760 A $\frac{3}{4}$ size machine that is light enough to carry to classes, yet packed with 60 stitches and full of computerised features to make sewing easy.



DXL603 With built in stitches for quilting and heirloom as well as general sewing this is an excellent all round machine. Stitch selection and settings are so easy on the large information LCD screen.



QXL605 All the features of the DXL603 but with an automatic built-in thread cutter and advanced feeding system for precise stitching.



TXL607 Our first model with alphabet & memory facilities. It has direct stitch selection for the most useful stitches and a handy panel for quick selection.



MC5900QC This machine has computerised precision and is packed with over 500 stitches including 10 auto 1-step buttonholes. Type in and edit lettering from 3 full alphabets and create custom combinations of up to 50 stitches, it's all in the finer detail.



Janome has a great range of machines to offer the very best in computerised sewing.

Sewing difficult fabrics can get really tricky even for the more experienced. Janome machines are reliable and robust and tackle difficult fabrics with ease. The Memory Craft 5900QC has an incredible range of stitch options... whilst the portable Jem Platinum, DXL603 / QXL605 and TXL607 models are high specification machines at affordable prices.

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Telephone 0161 666 6011 or visit our website www.janome.co.uk

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