

**UPCYCLE IT**

Peek-a-boo
jam jar
table lights

**CROCHET IT**

Cuddly cat
doorstops for
your home

**MAKE IT**

Fashionable
pom-pom
necklace

FREE
2015 Calendar
this issue!

Britain's No.1

Craftseller

MAKE & SELL YOUR HANDMADE CRAFTS

EXCLUSIVE

Christmas cuties!

MAKE OUR
ADORABLE
HEDGEHOG
WREATH

98
handmade
SEASONAL IDEAS
FOR QUICK SALES

WIN!

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WORTH OF
PRIZES*

MUST-READ

**YOUR
SELLING
START-UP
GUIDE**

**YOU REALLY
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*Winter
makes*

- KNITTED SOCKS
- COOL CLUTCH BAG
- FELT SANTA SACKS

Real life

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HOW HANDMADE JEWELLERS, TATTY DEVINE, BECAME A WORLDWIDE SUCCESS



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82

Christmas shoppers won't be able to resist our sweet crochet cat doorstops



On the COVER

16

Our indoor wreath is set to be a big seller this December



72

Transform old jars into lanterns for instant sales success!



SOPHIE JORDAN - ACTING EDITOR

Welcome

Are you in the middle of a veritable Christmas crafting flurry? Well, if you're a craft seller you should be! Now's the ideal time to put together and market your festive fayre. Thankfully, we've got the best of seasonal makes to inspire you this issue, from quick and easy to fabulously showstopping!

Boost your Christmas sales with Vicky Craxton's adorable Hedgehog Wreath (p16). It's designed to be Christmas cute *and* year round gorgeous and makes a great, quirky option. Next, upcycle a jam jar or two with our peek a boo jar lights for a little seasonal cosy time (p72). Then, use that last weekend to stitch up our super simple cross stitch tags on page 28, they're fast, festive and functional the perfect Christmas make!

If you're looking for more generic gift ideas, check out our trendy pom pom necklace (p34), our sweet crochet cat doorstops (p82) and our knitted chevron clutch (p74) each one an ideal present for a loved one.

Time for a read? Sit back and enjoy the success story of jewellery brand, Tatty Devine (p22), pick up tips with our 'clinch that sale' feature (p39) and get it right first time with our essential start up guide on p100.

And finally, don't forget to hang up your FREE calendar it's perfect for keeping your 2015 making on track. Happy Christmas crafting everyone!

Sophie



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Trend-conscious shoppers will love our pom-pom necklace



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Stitch your way to profit with these easy festive gift tags

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Check out this month's cool Christmas papers

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£1000
OF PRIZES
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Nordic kitties

Sell our crochet cats as a doorstop or bookends for a homewear hit!

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More ways than one

Jump on the washi tape bandwagon to make quick and easy decorations



BE AN INSIDER

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

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We look forward to hearing from you soon.



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Making news

Get the lowdown on the latest goings on in the world of craft

Dear Craftseller

Share your crafting and selling stories and you could win a prize

Pin it!

It's all about alpine this winter – find ideas to whet your appetite here

Stash it!

Our pick of the best new crafting accessories – you'll want them all

Real life: Tatty Devine

We promise you'll be inspired by the ultimate craft success story!

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How to clinch the sale...

Your products will fly off the shelves this Christmas with our top tips

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Blogger of the month

Miss Jo Jangles introduces us to her eclectic crafting world!

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Get to grips with the basics of selling your makes

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We share our favourite discoveries on the internet this month

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Turn to page 102 for those all-important templates

Contributors

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



Hannah Read-Baldrey

Turn to page 34 to make Hannah's colourful pom-pom necklace.

Hannah Read-Baldrey is an author, stylist and presenter. Best known for co-writing the book, *Everything Alice*, she has just released her own title, *Girls Night In*. After just having baby Teddy, she is now back to work as a magazine stylist for brands such as Hobbycraft. Most recently, she has launched her own channel, hrb-tv.com.

Jacqueline Ramsey

Turn to page 64 to make Jacqueline's festive-filled Santa sacks.

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



Jessica Sharpe

Whip up Jessica's deliciously moreish hot chocolate cups on page 30

Jess has been baking for as long as she can remember, but has taken her hobby more seriously since she was approached to make a friend's wedding cake a few years ago. The main thing that drives her cooking is a desire to share, preferring large, homely bakes that can be "divvied out with a big old serving spoon and that brings people together around the table".



A SPECIAL MENTION TO

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To place a subscription or order any of our wonderful sewing, knitting or craft magazines, please call the subscriptions hotline on 0844 844 0388. It's open weekdays 8am-8pm and Saturday 9am-1pm.

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Become a fan of *Craftseller* on Facebook or follow @craftsellermag on Twitter and you can take part in competitions, share news, tips and more.

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We have requested specific permission from authors, book publishers and designers so that you can recreate and sell the projects from this issue. Please credit the designer where appropriate and when it has been requested. *Craftseller* is for crafting enthusiasts who want to make beautiful, handmade items to sell. You can individually make as many as you wish to sell either for yourself, your local event, summer fete or to raise money for charity. You cannot go into mass production, which means you cannot manufacture in large quantities, especially by machine. Please respect one another's copyright.

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Making News

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



PHOTOS: Renegade Craft Fair



MODERN MARKET

Discover the best in indie craft and design at the stylishly cool Renegade Craft Fair. The crafty troupe, who take the fair across America, will stop by the Old Truman Brewery, London for their only UK appearance from 22-23 November. This is one whistle-stop tour not to be missed. See renegadecraft.com to find out more.



PHOTOS: Harper Collins

3 MINUTES WITH MAY MARTIN

1 If you want to turn a passion for sewing into a career, quality is essential at all times, whether you're sharing your skills or making for others. Keep exploring and improving techniques as there's a lot to learn, and test new ideas on friends and family.

2 My top sewing tips are to prepare well, press and neaten as you construct, and measure twice, cut once!

3 Every year, I give friends and family a new handmade Christmas decoration. I really enjoy designing and making them in the run-up to Christmas.

FUN OF THE FAIR

FIND CHRISTMAS GIFTS and crafty inspiration at the Craft In Focus Christmas fair at RHS Wisley Gardens from 25-30 November. Featuring over 160 contemporary crafters and artists, you can get your shopping fix before taking a stroll around the beautiful gardens. We have 15 pairs of tickets to give away – just send an email quoting *Craftseller* and giving your name and address to sal@craftinfoocus.com to enter. To find out more about the event, visit craftinfoocus.com.



PHOTOS: Rex Features

OWL APPEAL

Owls are having a bit of a fashion moment, making their appearance on the runway for Dolce & Gabbana's AW14 show. Tap into the trend by incorporating them into your autumn makes – they look fantastic on anything from cakes to cushions! We're loving this M&S Fair Isle cushion, £25.



May Martin's Sewing Bible is published by Harper Collins, RRP £25 (harpercollins.co.uk)

THIS MONTH'S SELLER LAYLA AMBER

Layla Amber designs illustrated handmade jewellery from her home studio on the beautiful Suffolk Coast. She works in laser cut-wood and plastic, taking inspiration from the Suffolk countryside, nature and wildlife. After studying graphic design, Layla started experimenting with her illustrations by turning them into jewellery. See more at layla-amber.co.uk.



VISIT: Makers

Makers Bristol (makersbristol.co.uk) is a treasure trove of beautiful makes from some of the South West's most talented designers. As well as stocking must buy gifts and homeware, Makers offers workshops for groups of four or more on request. Take part in a variety of craft classes, run by the shop's experts.

Sallydove's lampshade making workshops are a favourite with crafters looking to pick up a new skill.

POOCH PERFECT

DOG LOVERS and knitting enthusiasts alike won't be able to resist this cute new book of doggie knits! *Outrageously Adorable Dog Knits* by Caitlin Doyle (HarperCollins, £14.99) features 25 sweet dog outfits and accessories, providing adorable knitting projects and how-to advice. The knits will make great gifts for pet-owning friends this Christmas (we'll definitely be having a go at the elf hat). Pick up your copy at amazon.co.uk.



PHOTOS: Lloyd Davis

Charity Dates

Bake some treats this month to help raise funds for these three fantastic charities...

AROUND THE UK

MOVEMBER

If growing a 'tache is beyond you, raise money for Movember and raise awareness for men's health with a bake sale instead! uk.movember.com



KINDNESS

November 13 is World Kindness Day, so get baking for any good cause you want to help out, or just a friend who needs cheering up. kindnessuk.com



CELEBRITY BAKING

Support the BBC's celebrity baking teams with a cake sale to raise money for Children in Need. bbc.co.uk/pudsey



SUPER SITES

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

psimadethis.com

This blog is packed with quick and easy DIY projects for both fashion and lifestyle makes. We love the inspirational Pinterest boards, too!

ohsobautifulpaper.com

A stationery blog that is an ode to gorgeous design, and a must for papercraft lovers.

warestreetmarket.co.uk

Find all sorts of one-of-a-kind makes by some of the country's finest crafters. We know where we'll be starting our Christmas shop!



Dear Craftseller

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

Bunting adds
an instant burst
of brightness



Thrifty crafter

LATELY, I'VE BEEN TRYING to be inventive and make items that cost little to produce by using things that I already have. I decided that making bunting strips would be a good way to upcycle clothes, curtains and other fabric and so I made an entire stash! I love rummaging around for interesting vintage materials in charity shops and I also use my own clothes for my makes. I've just booked a stall to start selling my crafts so I will soon find out how successful my recycling idea is.

JOAN HARDY, NOTTINGHAM

CS A fabulous idea, Joan. Upcycling is bang on-trend right now so we're sure your stall will be a success.

In crafty company

THERE SEEMS TO BE a craze for all things craft at the moment and I for one couldn't be happier about it! Years ago, it seemed I was the only one hooked on making things but these days everyone wants to get crafting! Now, a group of friends and I get together once a week to work on crafts and enjoy a glass of wine. I haven't sold anything yet but that's my next step. I might start with these cushion covers I made at one of our craft nights.

LAURA INNES, LEEDS

CS This sounds like our kind of club. Fantastic!



We love how these cushions clash in the right way.

New chapter

INSPIRED BY ALL THE real life stories in *Craftseller*, I have finally taken the plunge and started selling my leather journals on Etsy. I've had a steep learning curve over the past year but I've been amazed at how well my journals have sold. Perhaps selling my crafts won't make me overly wealthy, but *Craftseller* has given me hope that it's possible to make a living from making good, quality products. I still get a thrill from every book I sell and you can't put a price on that.

JULIE LOCKIE, BERWICK-UPON-TWEED.

CS These journals are real treasures, Julie. Lovely!

Crafty
Blog



www.cremedelacraft.com



Creme De La Craft is a hotspot for crafty DIY and is crammed full with upcycling ideas and inspiration. From refashioning tissue boxes to revamping headphones, this blog has reimaged every household object into stylish and useful makes. I'm addicted.

LOU MURRAY, KENT

Julie's leather journals
are the ultimate in
geek chic





These gnomes would make the perfect gift

KINGPIN KNITTER

I LOVE YOUR MAGAZINE and I'm always excited to see it arrive through the letterbox each month. I first started knitting when I was five-years-old on the boat from Australia to England. My mother taught me, I think in the hope that I would sit still and not fall overboard! From then on, I was hooked and I continued to knit whenever I could. I find knitting very relaxing and am never without a new idea or inspiration. Many of my creations are inspired by my two grandchildren which is probably why I love to make gnomes – I think they're so jolly! This birthday gnome and his wizard chum are my latest makes.

JENNY OCCLESHAW, MELBOURNE, AUSTRALIA

CS We're so impressed by these two woolly chaps! Practise clearly makes perfect, Jenny.

STAR LETTER PRIZE!

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



We can't decide what colourful cat we love the most!

Puurfect pins

THANK YOU FOR THE free gift that came with issue 41 of *Craftseller*. I enjoyed it so much that I decided to make a whole set of brooches! I bought the magazine originally to get useful tips from other sellers. I don't usually use the free gifts in magazines but the cat brooches were so cute that I decided to make them straight away. The instructions were straightforward and they took no time to make – I had created two in a flash and I couldn't just stop there! So now my free gift has a few friends, as you can see. I was going to just give them to my family but now I think I will sell them on.

TRACY CHALMERS, AIRDRIE, LANARKSHIRE

CS Customers won't be able to say no. We love them!



This cute critter is adorable!

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

Crafty talks



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

I love making wedding gifts and using *Craftseller* free papers in the design
@SIMPLYSUSIEBYB

So many ideas from past issues of *Craftseller*. I'm so glad I found you!
@FRANCES_CROSS

Why have I only just discovered *Craftseller*? Can't put it down...
@TILLYMINTCRAFTS

Snuggled up with *Craftseller*. Hope to start selling by Christmas
@CAKEYBAKEYTART

Sly midnight read of @CraftsellerMag
#littlepleasures
@CASSIOPEIAKNITS

Mother maker

I HAVE BEEN SEWING for years but it was only when I had my little boy that my crafting business came to life. I was suddenly inspired by everything related to motherhood and I came up with the idea of making toys. I opened my first Etsy shop, Toys Pattern Club in 2011 and soon after, I launched a second. I just love what I do!

ELENA YURYEVA, KHARKOV, UKRAINE

CS What a great achievement! Well done, Elena.



Search for *Craftseller* on facebook.com



Tweet us @craftsellermag



yourletters@craft-seller.com



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

PIN IT



Alpine

Be inspired by the great outdoors and snuggle up with a snowslide of winter cool



1 Sew Your Own Christmas Tree Garland by Paper and String, £15 on noths.com
 2 Navy Fairisle Cotton Bedding Set, £36, debenhams.com 3 Set of Three Ceramic Nordic Decorations, £9, tch.net 4 Lightweight Boyfriend Cardigan, £22, Washed Denim Shirt, £25, Leather Pencil Skirt, £97, Blanket Coat, £80, Wool Hat, £13, Clutch Bag, £22, littlewoods.com
 5 Red Stag Cushion, £19, mandco.com
 6 Clic Clac Travel Card, £3, madamechalet.com
 7 Evening Stroll Fabric by Keweenaw Chris, £3 on spoonflower.com 8 Alpine Plaid Fabric, £3 on spoonflower.com 9 Blue Nordic Pattern Travel Mug, £1, poundland.co.uk 10 Selected Items from janconstantine.com 11 Gisela Graham Clip On Robin Red Breast Decorations, £7.50, tch.net 12 Happy Holidays Little Crackers, £4, marksandspencer.com 13 Meri Meri Be Jolly Cupcake Cases, £3.25, cotswoldtrading.com
 14 Folk Flower Coasters, £15.95, hipsterspinster.co.uk 15 Bobble Hat, £12, next.co.uk 16 Pair of Red Snowflake Votives, £12.99, retreathome.com 17 Pioneer Braided Patterned Rucksack, £29, accessorize.com 18 Oliver Wood Side Table in Green, £245, oliverbonas.com



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Stash it!

Take crafty inspiration from our pick of new products



Round **felt ball** collection, £16.77, happyaslarrydesigns.com • Buttons and **needle case**, £12.95, lauraleedesigns.co.uk
• Christmas tree **wooden buttons**, 20p each, woolwarehouse.co.uk



Happy Jackson **sticky paper tape**, £7, quinceliving.co.uk • Light bulb of multicoloured **bright buttons**, £2.99, stickytiger.co.uk
• Charm **twine ribbon** with red and white wooden stars, £4.95 dotcomgiftshop.com



Wooden **star decorations**, £1.29, hobbycraft.co.uk • Tilda **natural string** in mist, £5.99, Tilda **spool hanger**, £2.50, thehomemakery.co.uk
• Schoppel **merino wool** lace ball, £11.90, thecreativesanctuary.co.uk



Hog the limelight

Indoor wreaths are big this Christmas – this one captures the woodland trend and is sure to be a year-round best-seller. **By Vicky Craxton**



COVER
stars



INFORMATION

Materials

- * 18 x 19cm (7 x 7½in) cream felt
- * 16 x 28cm (6¼ x 11in) grey felt
- * 20 x 11cm (8 x 4¼in) beige felt
- * 24 x 21cm (9½ x 8¼in) brown felt
- * 16 x 15cm (6¼ x 5¾in) red felt
- * 8 x 11cm (3 x 4¼in) white felt
- * 10 x 10cm (3 x 3in) rose felt
- * 10 x 10cm (3 x 3in) bright pink felt
- * 15 x 100cm (6 x 39½in) cerise cotton fabric
- * 20cm (8in) polystyrene wreath ring
- * 1m (39½in) bright pink ribbon
- * 5mm black pom-poms
- * 4mm round black beads
- * 3mm white pearl beads
- * Hot glue gun and glue sticks
- * Pink chalk
- * Polyester toy filling
- * Black embroidery thread
- * Sewing cotton in grey, light brown, cream, red, beige and black
- * Sewing needle

Size: 20 x 20cm (8 x 8in)

Skill level: Easy

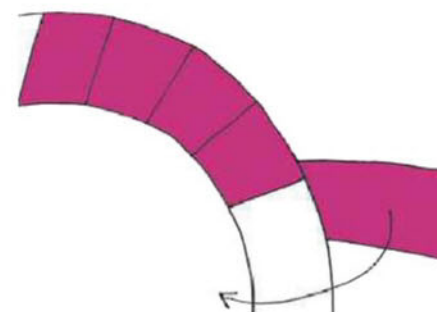
Our fabric covered wreath celebrates the woodland trend which is gaining momentum this winter. Indoor wreaths are set to be big news in the run up to Christmas, and our friendly hedgehogs perched on top of toadstools have a sweet vintage feel that will work well at any time of year. Put your wreath in context when taking photos for your online store – display on a wooden door to show it in use and to give customers an idea of its size.

SAFETY FIRST Our hedgehog wreath is a home decoration and not a toy or meant for young children. Always ensure your work is well-stitched and loose parts are securely attached. **Remember, if you intend to sell these, even if not sold as toys, there are strict regulations to adhere to. For further advice, visit craft-seller.com.**

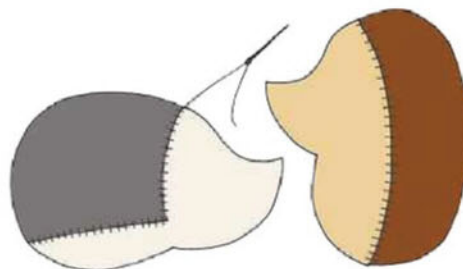
How to make the wreath



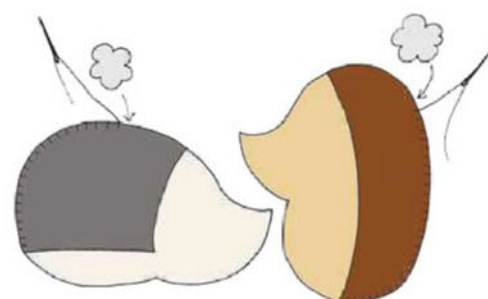
1 Cut three strips of cerise fabric measuring 5 x 100cm (2 x 39½in). On each fabric strip, fold the long sides under by about 1.5cm (¾in) each side or so that they overlap slightly at the back, then iron them flat.



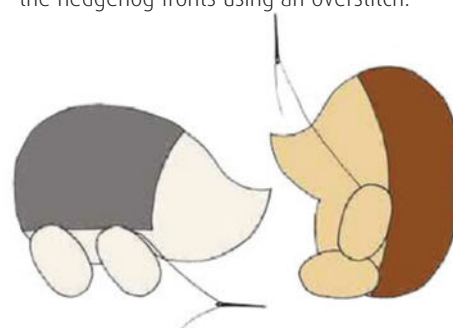
2 Pin one end of a fabric strip to the back of the wreath ring, then wrap the fabric around the ring, overlapping as you go. When you get to the end of the strip, pin it on the reverse of the ring. Repeat with the other fabric strips until the ring is covered. Remove pins and glue ends at the back of the ring.



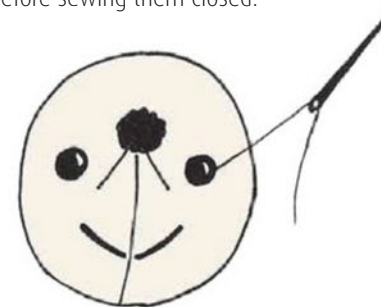
3 Use the templates on page 102 to cut out the shapes for the hedgehogs, toadstools and roses in the colours indicated on the template page. Sew the hedgehog backs to the hedgehog fronts using an overstitch.



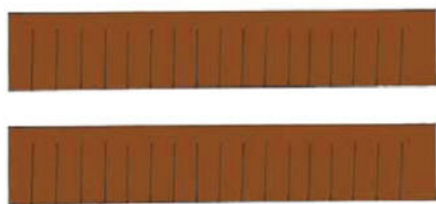
4 Sew the two hedgehog back pieces together and stuff tightly with toy filling as you go. Sew each pair of leg shapes together using an overstitch, then stuff tightly with toy filling before sewing them closed.



5 Position the four cream legs onto the grey hedgehog so that they are slightly pointing forwards, and sew in place. Position the beige legs onto the brown hedgehog with two at the bottom of the body that are pointing forwards and two halfway up that are pointing downwards, to make it look like the hedgehog is sitting upright. Sew in place.



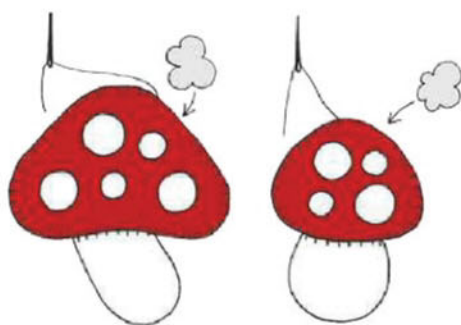
6 Sew a black pom-pom onto the end of each hedgehog's nose, then attach two black beads to make the eyes. Using all the strands of the embroidery thread, sew two long straight stitches to make a smile underneath the nose, as shown. To make rosy cheeks, dab circles of pink chalk onto the face, then smudge them slightly with your finger.



7 Lay out the spike strips onto a flat surface and mark 0.5cm (¼in) down from the top. Cut into each strip at roughly 8mm intervals up to this mark to create the spikes.



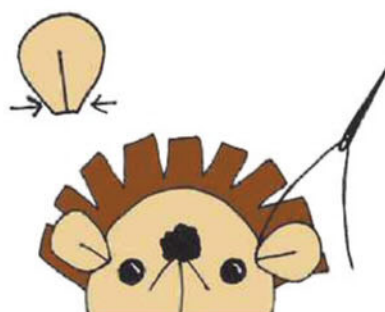
9 To attach the brown hedgehog's spikes, start at the bottom and stick each spike strip one above the other to build up layers. Trim the strips to fit the hedgehog's body (each strip should be enough to make two layers when cut to size). When you get to the top, stick a strip over the top of the hedgehog's head to neaten off the edge.



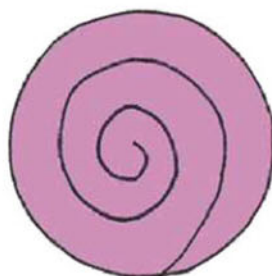
12 Position the toadstool bottom shapes so that they are sandwiched between the two front and back toadstool top shapes, positioned in the centre. Sew the front and back toadstool top shapes together, securing the bottom shapes in place as you go. Stuff the tops of the toadstools with toy filling, then sew them firmly closed.



8 To attach the grey hedgehog's spikes, measure 2cm (¾in) from the eye and lay a spike strip across the hedgehog at this point. Glue in place, applying glue to the top of each strip. Trim the strips to fit. Repeat until the back is covered with spikes. Fill the gap at the end with the spare trimmed away spikes.



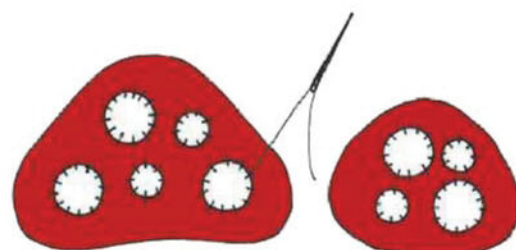
10 Pinch the end of each ear shape to bring it to a point, then sew onto the hedgehog faces, using the photo as a guide. Position the grey hedgehog's ears so they are in line with the eyes and just below the spike strip. Position the brown hedgehog's ears more to the side of his face, and just above the eyes.



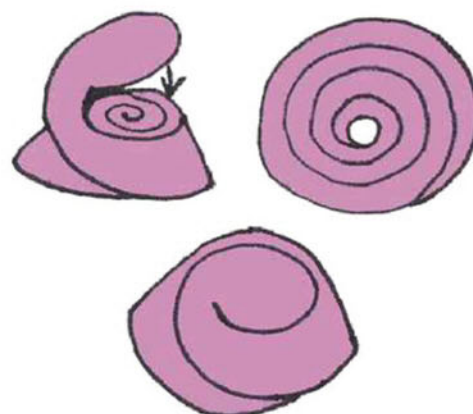
13 Starting from the outside edge and working towards the middle, cut each rose shape into a spiral using a sharp pair of scissors. Try to cut the rose so that the spiral is roughly 0.5cm (¼in) wide all the way around. Starting from the outside end, roll up the spiral of felt towards the middle to turn it into a rose. Glue the end on the reverse.



Make a more festive version with robins and Christmas colours



11 Sew the toadstool bottom shapes together using an overstitch, stuff tightly and sew closed. Sew the felt spots onto one of the toadstool 1 top shapes and one of the toadstool 2 top shapes, leaving a border of at least 0.5cm (¼in) around the edges.



14 Starting from the outside, roll up the spiral of felt towards the middle to turn it into a rose. Glue the end onto the reverse of the rose and a pearl bead in the centre. Position the toadstools, roses and hedgehogs onto the wreath and glue in place. Loop bright pink ribbon over the top of the wreath to hang it, then add a bow.

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

Want to know the best way to sell your wreath?
Read our top tips to find out how



1 Style it out! For successful online sales, always photograph your makes in situ so potential shoppers can see them in context. Take shots of your wreath hanging on a door to set the scene and enable customers to see it at its best.

2 Long-lasting. Shout about the fact that your indoor wreath can be used year after year and can be left hanging up in the home, or stored away with the rest of the Christmas decorations.

3 It's never too early for Christmas. Lots of people will have started their festive shopping already, so have your first batch of wreaths ready to sell to those organised customers who shop from autumn onwards.

4 People love packaging... so wrap your wreath well for a professional finish. Items like these can easily be damaged when sent in the post or if shoved into shopping bags, so invest in

special wreath boxes or make your own, for an excellent shopping experience that's guaranteed to be remembered.

5 Word of mouth. There's nothing like a happy customer to generate more sales. Create a buzz by getting your customers to post photos of their wreaths in their homes on your facebook page. You could even offer a small prize or a gift voucher to spend in your shop as an incentive for people to get posting.

6 Be child-friendly. Make sure parents understand that your wreath is a Christmas decoration, rather than a toy and is not suitable for little fingers. Put up a notice on your website or craft stall to let buyers know that this product is not intended for the use of children.

7 Variety is the spice of life. The best thing about handmade items is that you can make each one unique. Vary the ribbon, embellishments and colours to

make every indoor wreath a one-off. Make sure you promote this fact so customers know that they're getting something extra-special when they buy from you.

8 A wreath is not just for Christmas! Let customers know that you can make bespoke wreaths for weddings, Easter or for babies' nurseries.

9 It's all in the name. Give your hedgehog wreath a memorable title, so people searching online can easily find it, and to set it apart from all the other designs out there.

10 Provide as much info as possible in your online listings, so buyers understand the product better. Include measurements and any special care instructions. 

NOW SELLING ON...



 **ETSY:** Multicoloured Bauble Christmas Wreath by Suzy Newton, £25



 **ETSY:** Christmas Wreath Robin Family by Felt Me Up Designs, £65



 **NOTHS:** Felt Ball Wreath by The Original Pop Up Shop, £60

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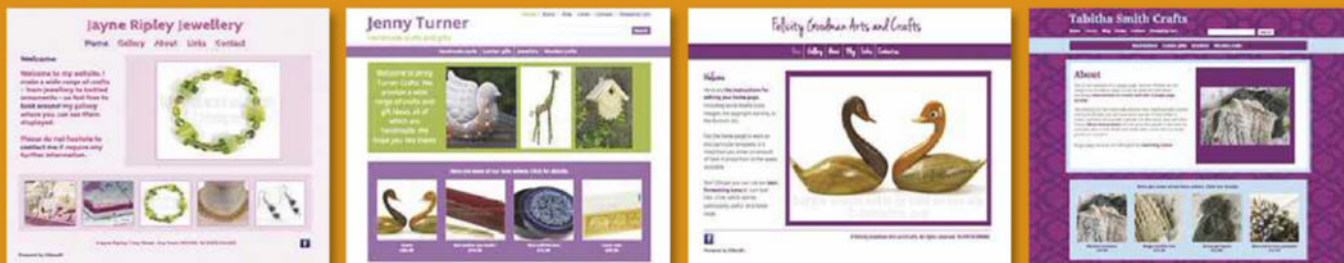
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“Our craft business won us an MBE!”

Find out how Harriet and Rosie transformed their simple market stall into a world-renowned brand with over 300 stockists. **By Karen Dunn**

If you take a walk down East London’s famous Brick Lane, past all the curry houses, vintage shops and cool cafés, right at the end you’ll find Tatty Devine. As craft success stories go you don’t get much bigger than Tatty Devine. From setting up their stall (hungover!) at Camden Market 15 years ago, Harriet Vine and Rosie Wolfenden have transformed their business into one of the biggest handmade brands in Britain, not to mention earning themselves an MBE each from the Queen along the way! Just around the corner from their flagship store, Harriet is sitting in her office surrounded by busy staff working on their next collection. As we get a sneak peek at all the new designs we chat with Harriet about how working with her best friend helped her create the career of her dreams...

“I met Rosie at Chelsea Art College back in 1996. Rosie had been living at her sister’s place in North London, sleeping in the bath, but when the roof collapsed she moved into my house. From then on we were pretty much inseparable. I got her a part-time job waitressing with me at The V&A museum and we organised the end of year party at uni and soon realised that we not only had the same work ethic, but together we could make things happen.

We had always been interested in finding old stuff that we could turn into something new – way before the term upcycling was coined. One day I found 18 bin bags of old

leather samples being thrown away outside a posh upholstery shop. I didn’t know what I was going to do with it but I knew it was special, so we dragged it into the flat and stashed it under my bed, where it was forgotten until I had finished my degree!

After uni our plan was to become artists, drink lots of wine and go to lots of parties. We had no plan to get proper jobs. I was wearing a cuff at the time that I’d made

“We realised that we had the same work ethic and that together we could make things happen”

from a strip of old leather and I kept getting compliments on it, so we decided to turn our leather stash into cuffs and sell them at Camden Market so we could pay our rent. The first market we ever did earned us £50, so we did some more at Portobello and then Spitalfields. I knew very little about making and knew none of the terminology. My mum actually phoned up a radio station to ask for help and a man in Kent who worked as a saddler invited me over and taught me how to work with leather properly.

As the leather stash started to run out we invested some of our money into some

pony skin and started gathering together all the odd objects we’d collected over the years and worked them into the jewellery too. Our first break came in October 1999 when a woman was admiring a headband covered in gems that Rosie was wearing. It turned out the woman was a stylist for *Vogue* and she snapped up the whole collection for her shoot with Mario Testino for the millennium issue! By Christmas we had orders from Harvey Nicholls, Whistles and Urban Outfitters. We hit the scene at just the right time and while we were never bothered about celebrities, it was pretty special when we spotted Kate Moss wearing one of our designs!

We quit the markets and in 2001 got ourselves our little shop in Brick Lane – we’d have buyers from Hong Kong knocking on the door of my flat to be greeted by knickers hanging on the radiators, so we knew it was time to get a proper space! We also thought it would be great fun to put on exhibitions by all our friends – another excuse to have parties!

Around this time we took a trip to New York and found a place called Canal Street Plastics where we discovered laser cutting. The found objects were starting to run low and we thought this could be the perfect solution. When we got back we found a local laser cutter and soon we were spending £1,000 a week getting items cut, so finally took the plunge and got a



Clockwise from top left: Harriet's passion for making new things from old stuff was the catalyst for a successful craft business; unusual statement pieces make Tatty Devine unique; the girls now have two London shops; you can find fabulous Tatty Devine pieces in 300 stockists worldwide





Clockwise from top left: Laser-cut name necklaces are Tatty Devine's signature piece; the girls still get a thrill from designing new things; Harriet happy in her workspace

Harriet's top three craft tips

Don't wait for permission

Don't wait for anyone else to give you permission to start your own business, just do it. It will never be the right time, so you might as well just get stuck in. Manage your expectations too. You don't have to set out to be a big business or a massive success – if you just want to make for friends, that's completely OK. Do what makes you happy.

Forget copies and keep creating

If I had to chase every single person who had copied one of our designs then that would be my entire job. We have been copied by some really huge companies, and luckily thanks to Twitter we were able to do something about it. But there's no point in getting angry about it, just move on and keep creating.

Get some help

It may be harder these days to get financial support, but there are still places that will help you get started in business. We got loads of help from the East London Business Centre who gave us invaluable advice right from the start. So check out what is on offer for local businesses in your area and don't be afraid to ask for help. There are people and other businesses who are only too happy to lend a hand to start-ups.

£20,000 loan to buy our first laser cutter.

I love that nothing Tatty Devine does has ever been too planned. One Christmas we needed to make presents for our friends, so we made them their own name necklaces. Next thing we knew their friends were coming in asking if we could make them one too and our best-selling personalised name necklaces were born!

In 2004 we opened our second shop in Soho which soon moved to Covent Garden. Over the years we've been incredibly lucky to work with some amazing names from Gilbert and George to my friend Rob Ryan. In 2012, Selfridges asked if we could do a pop-up making our name necklaces in store. It was nerve wracking, but it went so well that they kept it full time and now we have concessions in their Birmingham and Manchester stores too.

The biggest honour and surprise came last year when we received MBEs from the Queen! The day we went to the palace felt a little like my wedding day and choosing what to wear was a bit of a challenge, but

"The biggest honour and surprise came last year when we received MBEs from the Queen!"

meeting Prince Charles was an honour. He asked me if the giant dinosaur necklace I was wearing was one of my own designs, then he turned to Rosie and said: "So you're still friends then!"

Rosie is my soul mate and we couldn't have done it without each other. We never planned to become a brand, it just happened. It's hard to believe that we now have 60 staff. We put out four collections a year and have our classic collection with an item from each of the 15 years we've been going. Some of our old designs are really rare and I've seen some sell for huge amounts of money. I still get a kick from making new things and I'm pretty sure we'll still be creating in 15 years time. 



For more about Tatty Devine, visit tattydevine.com, find them on Facebook at [facebook.com/tattydevinefanpage](https://www.facebook.com/tattydevinefanpage) or follow them on Twitter @tattydevine



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30-minute make

No Christmas dinner is complete without a cracker and these bright, zingy ones are the perfect way to get the party started! **By Vicky Sheridan**

MAKE A
PROFIT!
MAKE FOR £2
& SELL
FOR £15
A SET

1 Cut your Christmas paper to 18 x 28cm (7 x 11in), add double-sided tape to one long end, tightly wrap around the cardboard tube and seal.

2 Tie ribbon around one end and fill before tying around the other end. To help keep the cracker in shape, place a cardboard tube in the end while you're tying the ribbon.

3 You can leave the crackers plain or decorate with paper strips or other embellishments.

INFORMATION

Materials

- * Christmas papers downloaded from Etsy.com
- * LilyBimble - Christmas Polka paper
- * Parcel wrap/wrapping paper
- * Cardboard tubes
- * Hot pink and green satin ribbon
- * Double-sided tape
- * Pink button
- * Holly leaf punch
- * Cracker snaps, hats and prizes

Skill level: Easy





Tagtastic!

Show Christmas shoppers that you think of everything with these stylish gift tags that are guaranteed to get your cash register pinging! **By Claire Watkins**

INFORMATION

Materials

- * 3.5 x 7cm (1½ x 2¾in) brown gift tags
- * Baker's twine
- * Threads as listed in key
- * Perforating tool
- * Cutting mat
- * White paper
- * Magic tape
- * Needle
- * Mini alphabet stamp set
- * Black ink

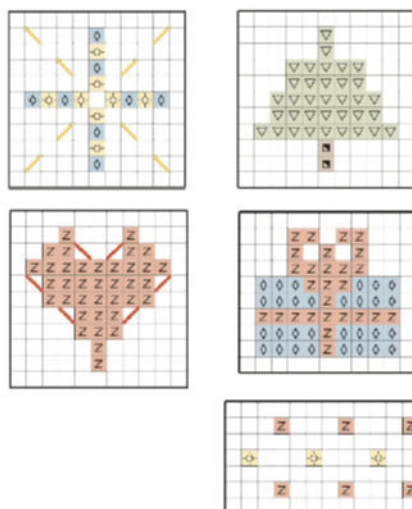
Size: 3.5 x 7cm

Rating: Easy

How to make the cross stitch tags

- 1 Stamp a festive greeting across the top half of the tag using alphabet stamps and black ink. Leave to one side to dry. If you don't have any alphabet stamps, then you could print onto the tags or use a stencil.
- 2 Print out the charts below onto plain white paper. Cut the paper to 3.5cm (1½in) wide and magic tape it onto the bottom half of the tag, making sure that the design is positioned in the centre.
- 3 Lay the tag flat onto a cutting mat and, using a perforating tool, pierce through the paper and the tag following the motif
- 4 Once you've perforated the whole design, remove the paper and go back over each of the holes with an embroidery needle to prepare them for stitching. Then thread the needle with cotton in the appropriate colour and stitch the design.
- 5 Cut a length of Baker's twine measuring 30cm (12in), fold it in half, then loop through the hole in the top of the tag, as shown, to finish.

TAGS CHARTS



TAGS KEY

Cross stitch in two strands

	DMC	Anchor	Madeira	Colour
	350	11	213	red
	3660	161	1107	blue
	3364	261	1401	green
	407	378	1911	brown
	ecru	926	2404	cream

Backstitch in one strand

	DMC	Anchor	Madeira	Colour
	350	11	213	red
	ecru	926	2404	cream

Maximum stitch count 9 high x 11 wide

These designs were stitched using Anchor stranded cotton

'T is the season to give your profits a big boost, and there's nothing like adding those special little extras to give your sales a push. Our simple gift tags are really quick and easy to make – simply use the charts we've provided to pierce shaped holes, then stitch the motifs directly onto the front of your tags.

Our tags will perfectly complement everything else that you're selling in the run up to Christmas. And, as most shoppers will be buying presents for others at this time of year, they should be easy to upsell to customers who are looking for the perfect wrap. We recommend selling your tags in packs of 5 or 10 to maximise profits.

BAKE IT



We love...
Funky
patterned
straws



Hot choc cupcakes

We've transformed everyone's favourite winter beverage into a mouth-watering cupcake that's guaranteed to pull in hungry Christmas shoppers! **By Jess Sharpe**

INGREDIENTS

For the cupcakes:

- * 40g (1/2oz) cocoa
- * 175g (6oz) caster sugar
- * 175g (6oz) butter at room temperature
- * 115g (4oz) self-raising flour
- * 1 tsp baking powder
- * 3 eggs

For the icing:

- * 140g (5oz) butter at room temperature
- * 280g (9 3/4oz) icing sugar
- * 1-2 tbsp milk

To decorate:

- * Mini marshmallows
- * Stripy paper straws cut into short lengths

Special equipment:

- * Electric whisk
- * 12-hole muffin tin
- * Paper cake cases
- * Piping bag and large star-shaped tip

Time: 1.5 hours

Makes: 12 cupcakes

Skill level: Easy

How to make the hot chocolate cupcakes

1 Pre-heat the oven to 170°C, 150°C Fan, Gas Mark 3. Sift the cocoa into a large heatproof bowl or the bowl of a freestanding mixer. Add 4 or 5 tablespoons of hot (but not boiling) water or coffee and stir in to create a thick paste. Leave the mixture to one side while you line a 12-hole muffin tin with paper cake cases and weigh out the rest of the cupcake ingredients.

2 Once the cocoa mix has cooled down a little, add all the remaining cake ingredients and beat together for one to two minutes using a freestanding mixer or electric whisk. Divide the cake batter evenly between the paper cake cases and bake for approximately 25 minutes, until the cakes have risen and are firm to the touch. Remove the cakes from the oven and cool in the tin for a few minutes before moving to a wire rack to cool completely.

3 To make the buttercream, first beat the butter until very soft. Gradually incorporate the icing sugar, then beat until it is fluffy and pale in colour; add the milk if the icing appears too stiff. Spoon the icing into a piping bag fitted with a large star-shaped tip, then pipe swirls of icing onto the cupcakes. Top each cupcake with a mixture of pink and white mini marshmallows and a short length of straw. The finished cupcakes will keep in a sealed container for up to five days. 🍪



TOP TIP

Top your hot chocolate cupcakes with freshly whipped cream for a truly authentic finish

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

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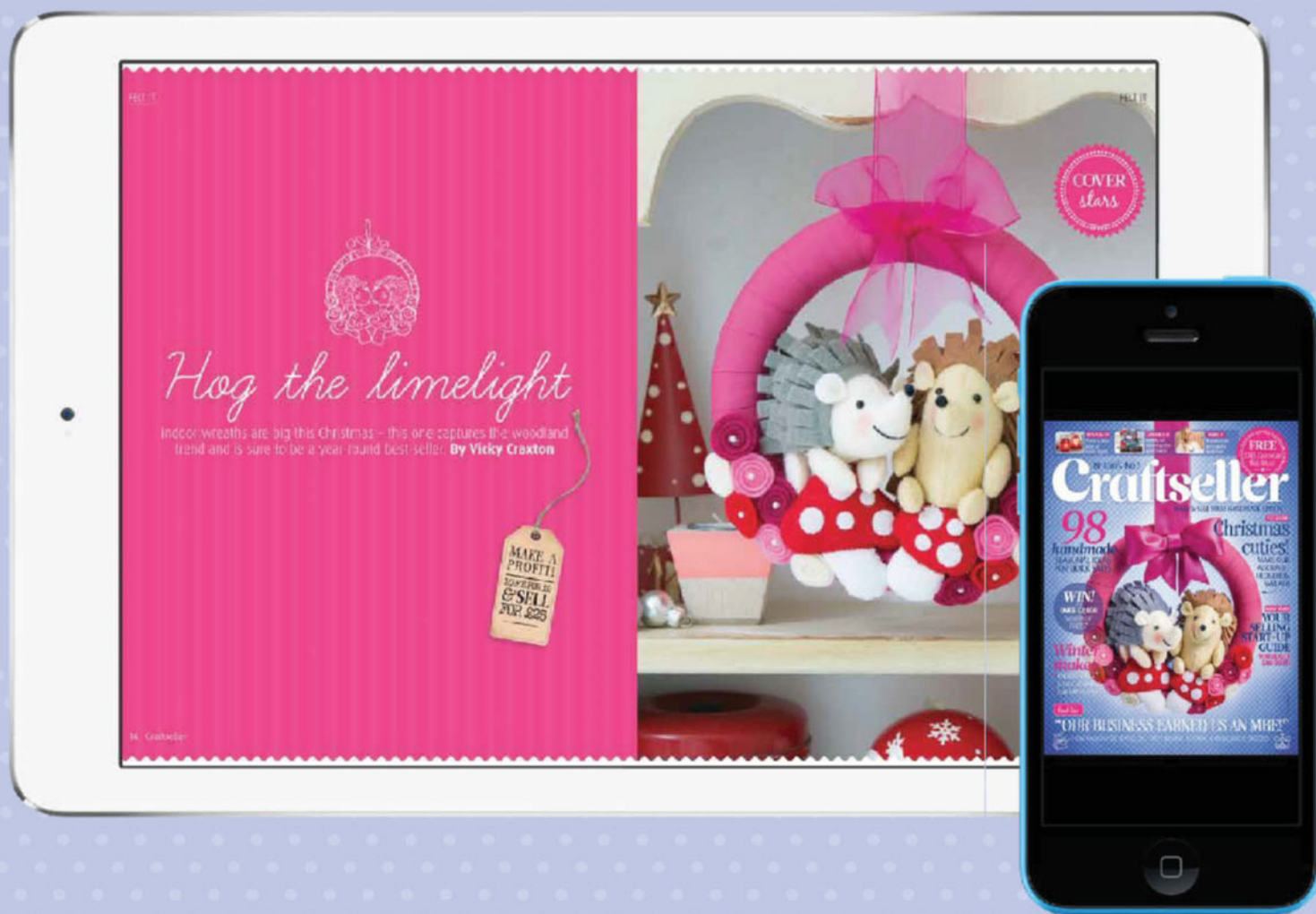


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Pom-diddly-pom

With last-minute gifts to be bought and party outfits to sort, you'll be on to a winner with our pom-pom necklace. **By Hannah Read-Baldrey**

INFORMATION

Materials

- 50cm (19¾in) silver chain necklace
- Thick silver jewellery wire
- Light grey felt
- Light grey wool
- Selection of colourful felt balls
- Wire cutters
- Round-nosed pliers
- Embroidery needle
- Glue gun

Skill level: Easy

How to make the pom-pom necklace



1 Cut a piece of light grey felt measuring 6 x 15cm (2¼ x 3¾in). Run a line of hot glue along the felt and place a 25cm (9¾in) length of silver jewellery wire in the middle. Roll the felt tightly around the wire, gluing as you go.



2 Wrap grey wool around the felt, so it is completely covered and evenly bound. Bend into a curve, then thread a felt ball onto each end of the wire. Use round-nosed pliers to make rounded ends; cut away the excess wire.



3 Arrange the felt balls around the centrepiece to decide on a design. Thread wool through the central felt ball, then sew up through the centrepiece to attach it in place.



4 Repeat step three to attach the remaining felt balls to the centrepiece. You may find it easiest to work from the middle outwards to make sure that all the balls are evenly spaced.



5 After attaching the felt balls, wrap the wool along the length of the centrepiece, threading through and back up both centrepiece and felt ball to secure the felt balls firmly.



6 Cut the silver chain in half; measure it to make sure you get a precise cut otherwise you'll end up with a wonky necklace. Attach half to either side of the centrepiece, to finish. **15**

The pom-pom revival is in full swing so put your own twist on this fun fashion with our cute pom-pom necklace. Winter jewellery always sells well, and this piece makes a great gift for girl friends as well as being the perfect party accessory.





TOP TIP

Cast on over two needles held together for a loose cast on that's as stretchy as your ribbing



Happy feet

Master knitting in the round to make these socks that you can market as wellie socks, bed socks or lounging around the house in socks! **By Rhian Drinkwater**

INFORMATION

Materials

- * 50g Rico Design Essentials Soft Merino Aran in Brick Red (007), Light Grey (020) and Natural (060)
- * 4.5mm (UK 7, US 7) circular needle
- * Tapestry needle

Size: 20 (22, 24)cm (8 (8³/₄, 9¹/₂)in) circumference, or S (M, L)

Tension: 25¹/₂sts and 36 rows to 10 x 10cm (4 x 4in) in stocking stitch using a 4.5mm (UK 7, US 7) circular knitting needle

Skill level: Moderate

How to make the christmas socks

SOCKS (MAKE 2)

Cast on 40 (44, 48)sts in Grey yarn, using a long-tail or loose cast on. Join in the round, being careful not to twist.

Rounds 1-9: (K2, P2) to end of round. Break Grey yarn, begin knitting with Red.

Rounds 10-15: Knit to end of round. Break Red yarn, begin knitting with Natural.

Rounds 16-19: Knit to end of round. Continue in this way, working 6 rounds in Red and 4 in Natural, until 5 stripes in each colour have been completed. Break off Natural yarn.

HEEL LEFT SOCK

Turn sock so WS facing. Start knitting in Red, then follow the pattern below for both socks.

RIGHT SOCK

With Red yarn, K20 (22, 24), turn to WS facing, then follow the pattern below for both socks.

BOTH SOCKS

Row 1: P20 (22, 24), turn.

Row 2: (sl1, K1) 10 (11, 12) times, turn.

Row 3: Sl1, P19 (21, 23), turn.

Row 4: (sl1, K1) 10 (11, 12) times, turn.

Repeat rows 3 and 4 a further 8 (9, 10) times (heel flap is 20 (22, 24) rows in total).

Next row: Sl1 purlwise, P11 (12, 13), p2tog, P1, turn.

Next row: Sl1, K5, ssk, K1, turn.

Next row: Sl1, P6, p2tog, P1, turn.

Next row: Sl1, K7, ssk, K1, turn.

Next row: Sl1, P8, p2tog, P1, turn.

Continue in this way until all the stitches have been used up. Resume working in rounds.

GUSSET

Next row: Pick up 11 (12, 13)sts down left side of flap, place marker (M1), break Red and in Grey, K across top of foot, place marker (M2), pick up 11 (12, 13)sts up right side of flap. K to M1.

Decrease round: Knit across top of foot to M2, K1, ssk, K to 3sts before M1, k2tog, K1.

Plain round: Knit.

Repeat these 2 rounds until 40 (44, 48)sts remain. Continue in stocking st (K every round) until foot is 7.5cm (3in) less than desired length.

LEFT SOCK

K to M1. New start of round is straight after M1, then follow the pattern below for both socks.

RIGHT SOCK

K to M2. New start of round is straight after M2, then follow the pattern below for both socks.

BOTH SOCKS

Break Grey yarn and knit 6 rounds in Red.

Break Red yarn and knit 4 rounds in Grey.

TOE

Break Grey yarn, start knitting with Red.

Plain round: Knit.

Decrease round: K1, ssk, K to 3sts before marker, k2tog, K2 (1st either side of marker), ssk, K to 3sts before marker, k2tog, K1.

Repeat these 2 rounds until 16sts remain.

Distribute so there are 8sts on each needle. Cast off 1st at end of each needle, lifting end stitch over the one next to it, then off the needles.

Graft the remaining 12sts using Kitchener stitch, then weave in all ends, to finish.

ABBREVIATIONS

k2tog:	knit 2sts together
K:	knit
M1/M2:	Make 1/2 stitches
p2tog:	purl 2sts together
P:	purl
sl1:	slip 1 stitch
st(s):	stitch(es)
ssk:	slip, slip, knit
WS:	wrong side

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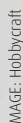
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Follow our top tips to give your sales impact and make sure your products fly off the shelves this festive season. **By Catherine Dean**

The uplift in shopping that comes with the festive season makes this the best time of year to sell your makes. But in a crowded marketplace, how do you stand out from the rest? We've asked experts and sellers to share their secrets for clinching that all-important Christmas sale.

How to pick a winner

Whether you're selling online or face to face, the most important thing is to make people take notice of your wares. "There's a real skill to making products that feel very 'now'," explains the team at folksy.com. "To stay ahead of the curve, scour magazines, Pinterest and trend prediction blogs."

Once you're confident that you have the right products, you need to get them in front of the right audience. Research potential markets and fairs, and visit the websites of other exhibitors to give you a feel for the event. The organisers should also be able to give you information about visitor numbers and their demographics so you can make an informed decision on whether it's the right event for you and your crafts.

Create a good impression

The way you interact with potential customers can have a huge impact on your sales. "We encourage our exhibitors to be friendly, confident and knowledgeable about their products and to be able to answer any questions a potential customer might have,"

Go the extra mile and present products in quirky packaging to appeal to the Christmas shopper



People love to see how you create your products so it's a good idea to take some work in progress

says the team at ICHF Events, organisers of some of the UK's most popular craft shows.

"An experienced and confident exhibitor will be able to shift their products without the hard sell and make the customer feel that

"One of the factors in turning a browser into a buyer is price"

they are about to purchase a unique, must-have item. Word of mouth is key, too – you want customers to leave with a positive view that they'll hopefully pass on to others."

Also, think about how your stall looks – an interesting display will grab shoppers' attention. "Display stands for my stall were an initial expense but they were well worth it," says greetings card designer Emma Garland from littleredapple.co.uk. "When your products are displayed attractively and can be seen clearly, it makes a really big difference to your sales."

This extends to how customers feel when they walk away with their purchases. Offering a free gift-wrapping service can add to the appeal when people have lots of Christmas shopping to do. Other options like picking up purchases at the end of the day can be appealing if people have a lot to carry. It's also worth investing in attractive

branded bags, as they'll catch the eye of other people out shopping that day.

Know your stuff

Textile artist Rachael Baralos from sewnbyrachael.co.uk has found that having all the information customers need on-hand has made a big difference to her sales.

"I always take along a book of commissions that customers can look through. People are often interested in how I make my items, so I always take along some examples of work in progress."

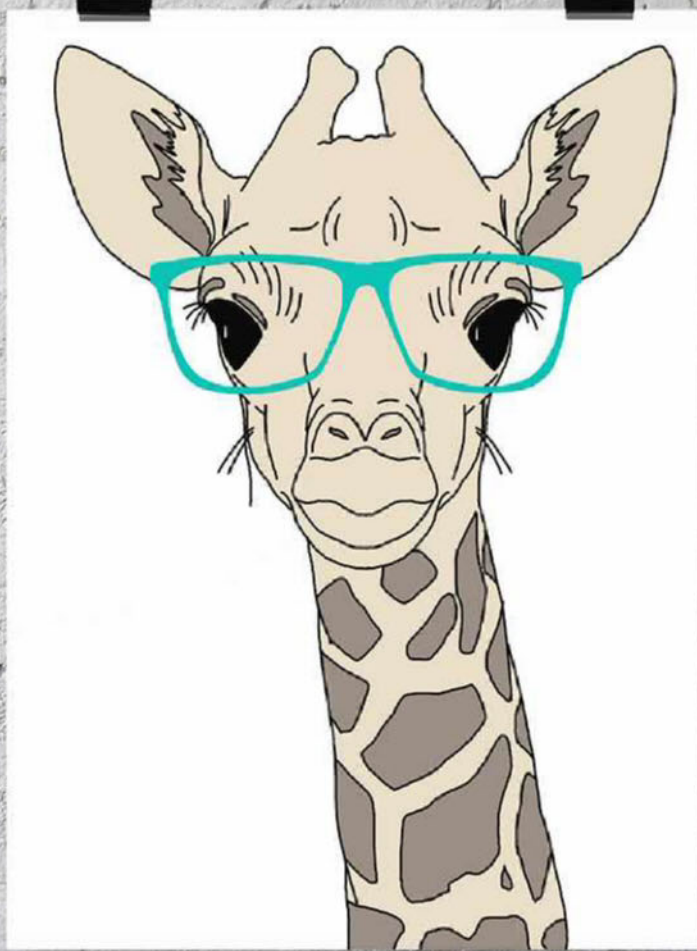
As well as being able to answer questions about your products, consider stock levels so you don't disappoint potential buyers. "We tell exhibitors that they need to ensure they are ready for high demand, and to have a back-up plan in case they run out of stock," say the experts at ICHF.

Price it right

One of the deciding factors in turning a browser into a buyer is price, but it can be tricky to get right. "Consider all the costs that go into designing, making, packing and shipping your work, says ceramic artist Jessica Smith from jessica-catherine.com. Take the time to calculate all the minuscule costs as they can stack up if you don't include them in your figures, and look at how other people are pricing their work."

Another thing that's worth thinking about is whether or not you will reduce your prices for particular events or for leftover stock at the end of the day. Whether or not you reduce also depends on the nature of your stock. Edible items have a shelf life, as do festive-themed products at the last Christmas fair of the year, but non-seasonal items can be held over. Work out beforehand what your reductions will be and prepare new price labels – scribbling on top of the original ones won't look good.

It may be a lot to consider, but the key to successful selling is to be passionate about your products and to pass on your confidence and enthusiasm to your customers. If potential buyers can see the love and care that's gone into making something unique, they'll want to buy into that, and not just at Christmas – you'll be in demand all year round! 



1



2

Make your sale online

"BUILD A PRESENCE ON SOCIAL MEDIA SITES and make customers aware that you're available if they need help. If a customer messages you, reply promptly with a helpful answer to their question." Jade Murray, owner of boutique Ginger Pickle (gingerpickle.co.uk).

"GIVE CUSTOMERS LOTS OF DETAILS to make up for the fact that they cannot physically pick up and inspect your product. Good photos and extensive descriptions really help with this." Jewellery designer, Jo Bignold, LucyLou Designs (lucyloudesigns.co.uk)

"ABOUT ME AND MEET THE MAKER PAGES give more substance to you as a seller. I also cover FAQs such as 'How long will it take for me to get my item?' 'Can I pay more for faster delivery?' and 'If I have a problem with the item, how will it be resolved?' " Designer and illustrator Rachael McGreal, Bird House Press (birdhousepress.co.uk)

"FOCUS ON THE THING that makes your work unique and build that into your photography, shop banner and communications. Customers will know exactly what to come to you for." Ceramics designer Jessica Smith, (jessica-catherine.com)



3



4



5

- 1 Stay on-trend to make contemporary products
- 2 Research selling venues before settling on one that's right for you and your makes
- 3 A confident seller will have sales success
- 4 Have your contact information to hand should people want to buy later in the year
- 5 A well-presented stall will attract customers in their droves
- 6 If you love your makes, customers will too

6





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Make a crafty tenner

Add some fun to your Christmas craft stall with our festive crochet coasters – they make fab stocking fillers and table decorations. **By Karen Walk**

INFORMATION

Materials

- 100g Stylecraft Special DK in Parchment (1218), Mocha (1064), Walnut (1054) and White (1001)
- 4mm (UK 8) crochet hook
- 30 x 30cm (11¾ x 11¾in) felt in red, dark brown, light brown, beige, light blue, orange, black and white
- Matching thread
- Black embroidery thread

Size: 11cm (4¼in) circumference

Skill level: Easy

How to make the coasters

Make 4: 2 in Light Brown, 1 in Dark Brown and 1 in White yarn.

Round 1: Chain 3. 7htr into third chain from hook. Count the first 2 chains as 1htr. 8htr.

Round 2: Add stitch marker to chain st. 2htr in chain st, then 2htr in every st around. 16htr.

Round 3: Move the stitch marker to the first st of previous round. 2htr in first st, 1htr in next st. 2htr in next st, 1htr in next st. Repeat to end of round. 24htr.

Round 4: 2htr in first st of previous round, 1htr in next 2sts. 2htr in next st, 1htr in next 2sts. Repeat to end of round. 32htr.

Round 5: 2htr in first st of previous round, 1htr in next 3sts. 2htr in next st, 1htr in next 3sts. Repeat to end of round. 40htr.

Round 6: 2htr in first st of previous round, 1htr in next 4sts. 2htr in next st, 1htr in next 4sts. Repeat to end of round. 48sts.

Round 7: 2htr in first st of previous round, 1htr in next 5sts. 2htr in next st, 1htr in next 5sts. Repeat to end of round. 56sts.

Slip stitch into first stitch of previous round, and fasten off. Weave in ends.

the beak for the robin between the felt and crochet layers at this stage. Sew the layers together with a whip stitch around the edge using a matching thread.

Arrange the Santa hat and beard, snowman hat, eyes and nose, reindeer nose and robin breast, wing and eye onto the coasters, using the photo as a guide. Whip stitch in place. Use black embroidery thread and a running stitch to make the mouths, then use white thread to sew small crosses to the eyes, to finish. 

Our Christmas coasters are quick to make and we reckon they'll sell like hot cakes, too! Make them using leftover yarns and scraps of felt for a quick return on your profits. The coasters are crocheted in one continuous circle – use a stitch marker or paper clip to mark the start of a new round and to help you keep track of the stitches. Remember to move the marker out to the next starting point each time you begin a new round of stitches.

ABBREVIATIONS

htr: half treble crochet
st/sts: stitch/stitches

HOW TO FINISH THE COASTERS

Use the Coaster templates on page 102 to cut out the felt shapes in the colours specified. Cut out the felt bases in a colour that matches the crochet fabric. Pin the matching felt and crochet bases together, sandwiching the antlers for the reindeer coaster and



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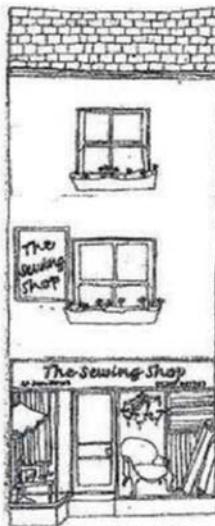
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12 days of Christmas

Inspired by a carol, your free papers will get you in the festive spirit. Use them to make 3D cards your customers will love. **By Jenny Ellory**

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Fabulous folding

3D cards are popular this year as customers compete to stand out on the mantlepiece! **By Vicky Sheridan**

INFORMATION

Materials

- * Free *Craftseller* papers
- * White card
- * Beige card
- * Red ribbon bows
- * Scoring board or ruler and blunt knife
- * Corner rounder punch
- * 4cm (1½in) circle punch
- * Border punch or decorative-edge scissors
- * Glue dots
- * Hat pin
- * Ruler
- * Glue dots

Skill level: Easy

If cards are your thing, then Christmas is your time to shine, with more cards sent in December than at any other time of year. Your biggest challenge this month is to create stand-out cards that will attract customers' attention, while keeping your designs simple enough that you can produce lots of them to sell. Our 3D cards perfectly fit the bill – become a paper engineer to create fantastic bauble and tree motifs that bring your cards to life. They may look intricate but are actually really quick and easy to make, and as you can make them using your *Craftseller* free papers, you can save on materials costs and bump up your profit!



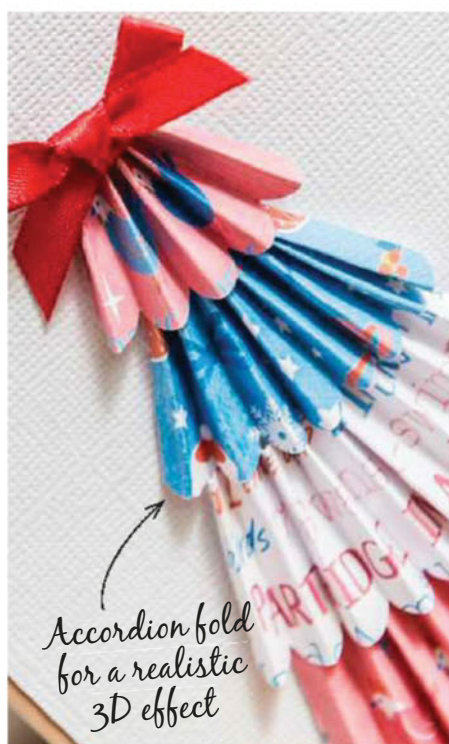
Festive baubles

- 1 Cut a piece of beige card measuring 21 x 15cm (8¼ x 5¾in). Score down the middle and fold in half to make your base card. Stick a 10 x 14.5cm (4 x 5¾in) piece of white card to the front.
- 2 Punch 4 circles from different Christmas papers for each bauble. Fold them in half, then stick half of each circle to half of another circle. Stick in place.
- 3 Using a ruler and a hat pin, pierce a line of holes going from the top of the white card to each bauble. Cut the 'Merry Christmas' tag from the tag sheet and stick to the top of the base card, as shown, to finish.



Frilly pear tree

- 1 Cut a piece of beige card measuring 21 x 15cm (8¼ x 5¾in). Score down the middle and fold in half to make your base card.
- 2 Cut a piece of white card measuring 10 x 14.5cm (4 x 5¾in). Round the corners using a corner punch, then stick to the centre of the base card.
- 3 Cut four strips of different Christmas papers and punch a decorative edge across one long side of each strip. Score across the strips at 4mm intervals and accordion fold. Layer to make a tree shape.
- 4 Attach a ribbon bow to the top of the tree, then stick the tree to the base card using glue dots. Cut a pot shape from light brown card and stick underneath the tree. Cut the 'Christmas' tag from the tag sheet and stick in place, to finish.





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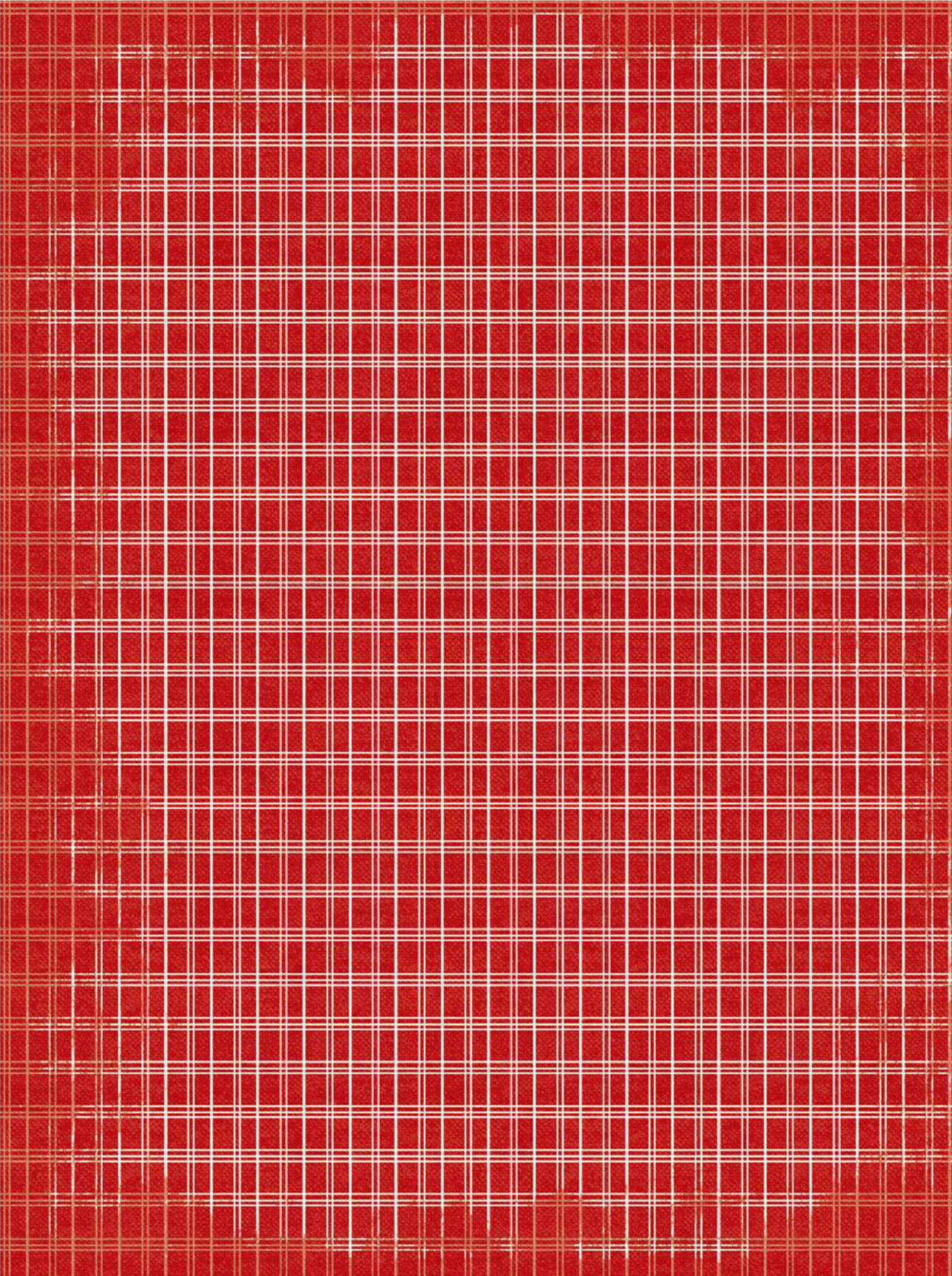




12 DAYS OF CHRISTMAS
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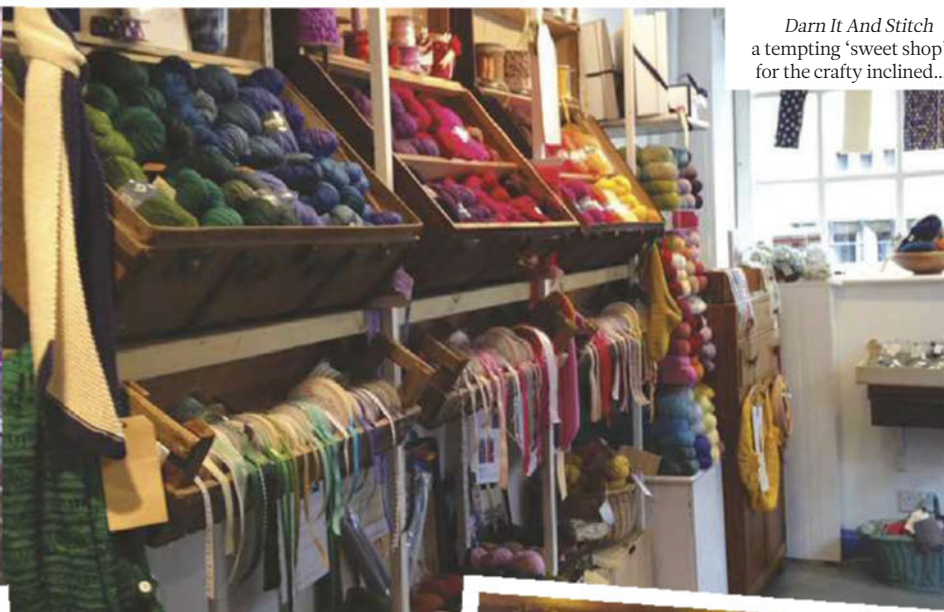
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Oxford

Discover a city with awesome architecture, whimsical venues and insatiable crafty charm. **By Catriona Burns**

We hunt
high and low
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You know how the saying goes, you have to go off the beaten track to uncover the true treasure trove.

Oxford may be best known as a centre of learning or as the murder-mystery home to inspectors Morse and Lewis, but veer away from the obvious expectations, and amble through the old-world mystique and cobbled stone streets and there's something for the craft lovers in this medieval town.

* WELCOME TO CRAFTY OXFORD

Perhaps the best place to begin your crafty spending spree is in the famed covered markets. There is an immediate air of

enchantment as you dip out of the crowded High Street and into this beguiling labyrinth of independent shops and boutiques housing everything from florists, bakeries and cobbler booths. The pull of the markets lies with the melody of shop-owner characters. I found one such personality in **The Hat Box** (thehatboxoxford.com) – a boutique bursting at the seams with bespoke millinery makes. Here, Gillian Senior, who has run the shoebox-sized store for ten years, sits happily cocooned by a colourful array of fascinators and fedoras.

Gillian works with British milliners to create custom-made pieces for her diverse range of

clients in addition to providing a fast-tailor service. It's well worth a visit just to marvel at the hat festooned décor – no space is left bare. "It's an uplifting business to be in," chirps Gillian as she arranges a peacockish feather piece on her bounce of curls. "Generally, a hat is a luxury buy – purchased for a happy occasion. It's great to be part of that!"

* A WHOLE WORLD OF DELIGHTS

For finds with a more cosmopolitan flourish, a rummage in **Red Opia**, on Market Street is a must. A treasure trove of handmade goodies that have either been personally selected or made by its owner, Ratana Brooker. Products

Bold and beautiful buys
at Red Opia



are made and selected to a three-tiered criteria – beautiful, functional and individual. Shop assistant Kim Griffin says working in the markets is extra special. “There’s such a relaxed, friendly atmosphere. It’s full of small shops and so it feels like you’re going to work with your neighbours.” The next big phase will be the festive spree. “Christmas is going to be rammed. I love it when it’s busy though – you get that buzz.”

* WHEN CRAFTY SUPPLIES CALL...

I probably would have missed out on **Darn It & Stitch** on Blue Boar Street (darnitandstitch.com), had it not been for a blue vintage bicycle wearing the shop sign and an arrow pointing mysteriously off from the city’s town hall. The solo arrow leads passers-by towards a blue shop front tucked snugly away on a cobbled lane. The alluring charm of the cottage exterior leads to the shop’s interior which spills out a ‘sweet-shop’ collection of haberdashery essentials. Trunks of knitting yarns, reels of ribbons and baskets brimming with buttons flood the shop floor and walls. It’s not just all pretty and impractical- this really is a great location to enjoy a compromise of the two. Above the

shop you’ll find a workshop space that offers crafting classes. Grouped under the umbrella, ‘Pin Works’ the classes suit all skills and abilities. Knitting, pattern-cutting and ‘make friends with your sewing machine’ are just snippets of a crafting community at work.

* FOR INSPIRATION A-PLENTY...

For crafters with an artistic inclination, inspiration will spark at art centre, **The Old Firehouse** on George Street (oldfirestation.org.uk). Its focus – which includes the shop stocked with designs from over 100 UK-based craft sellers – remains on supporting early to mid-career artists and makers, working alongside more experienced creatives. It’s a constantly changing space geared up for only the best in inspiration.

* A LIKE-MINDED MEETING PLACE

For a hobby or trade that’s so often spent solo, the **Pitt Rivers Museum** (prm.ox.ac.uk) is the place to hold your crafting desires high, and get stuck in. Hosting a range of mind-opening events in the form of exhibitions, classes and more. It’s one of the great hubs of Oxford’s creative life and epitomises this city’s passion for making. 

Craft fairs in January

Get even craftier next year with these great January markets

DESIGNER CRAFTS AT THE MALL

8-17 January

The Mall (Nr Trafalgar Sq), London
Browse at and shop from selected work by the celebrated and experienced fellows of The Society of Designer Craftsmen. It’s one of the best places to be for cutting-edge jewellery, ceramics, furniture, glasswork and textiles.

CRAFT

11-13 January

Olympia, London

Featuring the work of over 150 makers, CRAFT where you can be inspired and influenced by only the best in traditional and contemporary crafting. A brilliant day out in London, it promises to entice and inspire with its array of makers, covering everything from basketry to enamelling and millinery!

SCOTLAND’S TRADE FAIR

18-20 January

SECC, Glasgow

With a mix of exhibitors, this event promises to be one filled with great Scottish hand makes and much more. Discover a smorgasbord of jewellery, homewares, textiles, clothing and fashion accessories.



WE WANT TO KNOW ABOUT HANDMADE FAIRS NEAR YOU!

Email catriona.burns@immediate.co.uk with your craft market news

[illegible]

www.spellboundbead.co.uk

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Shop open Mon-Wed 10am to 4pm; Thur to Sat 10am to 5pm Closed Sundays and all Bank Holiday Mondays



Mummy makes

What could be more exciting for little ones than to receive a sack full of toys with their name on? **By Jacqueline Ramsey**





INFORMATION

Materials

- * 1 metre of 130-140cm wide medium or heavy weight cotton in red or white (will make two sacks)
- * 1 spool of matching all-purpose thread

- * 1 metre of pull cord for each sack

For the Christmas tree sack:

- * 30 x 30cm (12 x 12in) felt squares in dark green, white, light brown and dark brown

- * 1 metre of dark green cord

For the angel sack:

- * 30 x 30cm (12 x 12in) felt squares in bright pink, lilac, yellow and blue

- * 1 metre of lilac cord

For the penguin sack:

- * 30 x 30cm (12 x 12in) felt squares in black, white, red, yellow and blue

- * 1 metre of yellow cord

Size: 45 x 54cm (17³/₄ x 21¹/₄in)

Skill level: Easy

How to make up the sacks

Fold the cotton fabric in half, selvedge to selvedge, and cut down the middle (this gives you two sacks). The selvedge will be the top of the sack. Fold in half again, selvages together, then work on your design with selvages at the top. The sack is seamed on the bottom and right-hand side after you have finished stitching the design.



How to make the Christmas tree

1 Trace the Christmas tree templates on page 102 onto felt. Place the tree trunk in the centre of sack, 19cm (7¹/₂in) up from the bottom, and machine stitch in place.



3 Once the tree and trunk are in place, attach the tree pot, stitching it on top of the bottom of the tree trunk.



5 Wrong sides together, fold the sack in half and stitch bottom and side edges; leave an 8cm (3in) gap at top of side seam.

To make the cord casing (all sacks)

Fold 4cm (1¹/₂in) down from top of sack with wrong sides together. Stitch across the bottom edge, then stitch a parallel line 2cm (3/4in) above it. Backstitch both ends of the stitching to prevent unravelling. Thread cord through casing. Make a 2 x 4cm (3/4 x 1¹/₂in) felt tab and attach over the ends of the cord.



2 Arrange the tree foliage felt shapes above the tree trunk starting from the bottom and working upwards. Position them at wonky angles for a fun effect. Machine stitch each one in place individually.



4 Cut the recipient's name out of felt, making sure the letters are a uniform size. Stitch across the bottom of the sack.



6 Neatly fold in the raw edges at the top of the side seam and stitch in place. Turn the sack the right way out, to finish.

Santa sacks have been a hot festive trend for the last few years and shows no sign of slowing down. It's not entirely surprising when you consider their green credentials. Christmas sacks hark back to our grandmothers' generation when items were made to last and were passed down to family members as heirlooms. Today's parents will no doubt love the time and expense saved on wrapping presents in festive paper. So stitch your way to a Christmas windfall with a customised Santa sack. Choose from three designs: a snow-laden Christmas tree, a heavenly angel or a quirky penguin bursting with character.

SAFETY FIRST Our Santa Sack is not designed to be a toy but will appeal to children, so make sure you assemble it with extra care. Ensure all the design elements are stitched securely in place. **Remember, if you intend to sell it, there are strict regulations to adhere to. For advice on child safety, visit craft-seller.com.**



For the angel

- 1 Stitch the angel wings to the centre of the sack, followed by the angel's body.



- 3 Pin the face shape on top of the hair and the shoes at the bottom of the body, as shown; stitch in place. Use fabric glue to attach the eyes to the face.



- 2 Position the angel's hair at the top of the body with the pigtails overlapping her wings, and stitch in place.



- 4 Cut out and stitch on the name, 7cm (2¾in) up from the bottom of the sack. Follow steps 5 and 6 from page 66 to make up the sack.



SEW IT

TOP TIP

Use an over-locking stretch stitch for a strong seam that will finish the raw edges too



For the penguin

- 1 Stitch the main body shape to the centre of the sack, then add the white chest shape and the hat, as shown.



- 2 Pin the penguin feet shapes to the bottom of the penguin's body at a jaunty angle, as shown. Stitch in place.



- 3 Cut two black felt triangle eyes and glue to the face. Add two white felt circles either side of the hat for pom-poms.



- 4 Cut out and stitch on the name, 7cm (2¾in) up from the bottom of the sack. Follow steps 5 and 6 from page 66 to finish.

BLOGGER of the month

Joanna Rickart, aka Missjojangles, would rather host a knitting class than party, and loves to craft late into the night! **By Sophie Jordan**



Visit Missjojangles.com for brilliant inspiration and fun.

We think the secret to Lincoln-based blogger, Joanna's creative success is her technology-free bedroom and TV-free life! Pair that with a passion for cuteness, knitting, embroidery and anything crafty, and you have the recipe for a hugely fulfilling blog. Currently looking into turning from blogging to creating her own Tumblr site, we chatted to her about crafting, blogging and knitting nights in...

Q How long have you been crafting?

JR I've been making things for as long as I can remember. Whenever I wanted something as a child, I would make it

myself using lots of imagination and glitter glue instead of begging my parents for it. My crafting addiction took off from there.

Q Who, if anyone, taught you to craft?

JR The women in my family have taught me most of my crafting skills. My nana taught me to knit, my Grandma Jean to quilt, my mother to cross-stitch and my aunty to machine sew. I feel privileged to have such wisdom at my fingertips.

Q How would you describe your crafting style and your blog look?

JR Cuteness overload. Brightly coloured, a little quirky and covered in buttons!

Q Which is your favourite craft?

JR I feel compelled to say knitting, but in all honesty, it's been a while since I picked up my needles to complete a proper project. I'm interested in lots of crafts but currently, I'm on an embroidery kick and I have to say, I love it!

Q How do you keep yourself motivated when a project isn't going to plan?

JR I tend to soldier on as I've managed to transform most craft projects I've messed up into something else. If not, I put it down to experience and think, 'what can I learn from this?' as I detangle a knot of yarn that was meant to be a sock.



Joanna describes her crafting style as 'cuteness overload'



Joanna's step by step tutorials are ideal for first-time crafters

Jo's blog is chock a block with DIY makes such as this beanie hat



You'll find a mishmash of craftiness and everything in between on Miss Jo Jangles



Miss Jo Jangles started so that Joanna could document all her crafty adventures



Joanna has embarked on somewhat of an embroidery craze lately



The dedicated maker always has her stash of craft supplies to hand

What's your favourite part of blogging?

JR I love how blogging connects you with like-minded people. It's helped me find so many new friends and let me experience things that I couldn't even have previously dreamt of. It also keeps me on my toes creatively and I always feel motivated to start a new project.

“Approach someone who has a successful business for advice”

Where's your favourite place to craft?

JR My bedroom. I don't get any Internet connection, there's no phone signal or reception for television. I sit cross-legged on my bed, listening to music and crafting away. There are minimal distractions – I can't even check Twitter!

What would be your advice for anyone considering selling their crafts?

JR I suggest approaching someone who

already has a successful business that you admire. When I first set up my Etsy shop, I emailed Claire of Claireabellemakes.com for guidance. Little did I know, she is an Etsy Ambassador and was full to the brim with excellent advice.

What's your funniest crafting memory?

JR After discovering my blog, my friends were amazed at how I made knitting seem cool. One night, we were getting ready for a party when one of them asked me to teach him how to knit. The evening escalated into a hilarious night of crafting and dancing to musical soundtracks. We ended up knitting instead of going out!

How do you organise your life around your crafting projects?

JR I prioritise. I take projects with me to work and craft during my breaks; I don't watch TV and in all honesty, I don't sleep a lot. I stay up late crafting into the small hours of the morning until I fall asleep with my head in my knitting because that's what I love to do.

Joanna's digital inspiration

Perfect for boosting your craft mojo!

The iPhone app 'Knit' has revolutionised my knitting life! You'll never lose count of your rows again!



Try Cut Out and Keep – a crafter's social media site, overflowing with ideas and step-by-step projects.

If you look in the right places, you can find so many ideas on Tumblr



You can find Joanna at **Missjojangles.com**, on Facebook at **Facebook.com/Missjojangles** and on **Pinterest.com/joannarickart/**



Make Joanna's embroidered name hoop at craft-seller.com

MAKE JOANNA'S EXCLUSIVE COPYRIGHT-FREE PROJECT NOW!

Go to www.craft-seller.com for full details and instructions...

Diary of a craft selling mum

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

All about me

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

Erica ♥

Day 1

I've never felt so 'liked'! My monsters have sent my Facebook page into a frenzy of lovely likes, and I'm loving it! Not only has the like counter shot up, people are commenting and interacting with my page so much more and creating a real buzz about Booberry (Harry's own monster from whom he'll never be parted!) and his pals. At one point, I considered paying to promote my page but it was never really a viable option. It just goes to show, if your product is good enough, word will get round and your followers will help to promote the page by connecting with it.

Day 4

As I can't always fulfil the demand for my monsters, I've been thinking of new ways to make the buying process a fairer one. I've decided that opening my order book month by month is probably the best option. I'll then advertise when I'll be taking orders on my website and Facebook page so that my customers know when they can buy. I thought listing six selling spaces would be a good figure to begin with. It sounds complicated on paper but I'm hoping in reality it will make the whole thing easier - I'll find out tomorrow!

THIS MONTH

- * Monster makes: 25
- * New likes on Facebook: 108
- * New orders: 12
- * Christmas panics: 5 days
- * Visits to Longleat: 4



Erica sorts through her growing fabric pile

Day 5

Tonight was the first time that I was putting my new selling strategy in place so it was all systems go! I had advertised the six available buying spaces on my social media sites and ensured my website was ready to launch at 8pm sharp. I settled down with tea and biscuits and prepared to book any orders that came through. But it was system overload! In just a few minutes, my PayPal account had taken 12 payments! I was completely overwhelmed at receiving double the amount of orders! Nevertheless, I've decided against refunding the money and disappointing people – I'm going to make the extra monsters.



Here's a first look at the Dinkie Dollie collection

Day 6

As I started to order fabric for new makes, I realised that a serious de-stash was called for. The morning was spent turning the dining room into what looked like an explosion of material (it looked pretty if you ask me but best not to ask Martin). I had a lovely afternoon photographing them and uploading the images to my Facebook page. The initial response was great so I set a time and date that all the clear-out items would be available to buy. As my website hadn't coped with the traffic well on my order night, I was hoping this would work better. Thankfully there were no meltdowns (computer or me!) and everything had sold in a matter of minutes. Decluttered, a little bit richer and more space. Now that's a productive day!



The whole family enjoy a day at Longleat including Booberry the monster!

Day 14

I love Longleat Park so much I could almost live there. As I have never even met the Marquess of Bath, that's not an option so I did the next best thing and treated us to an annual family pass. As we only live 20 minutes away, it's like having the best playground in the world on our doorstep. It was great to have a family day out and enjoy the sun. It was also funny to hear Harry sharing made-up facts with his new monster pal, Booberry, who of course came with us. Did you know elephant tusks are made of precious jewels and that they eat peanut butter and trees? Well, you do now.

Day 18

With the need to get Christmas stock out there now, I have been putting the final touches to my new Dinkie Dollie reindeers. I'm a little bit smitten with them especially as they're going to be a limited edition collection. I just need to decide on a final price for them and strengthen my resolve to sell, and not keep them!

Day 22

I'm hoping to do more fairs and fetes next year but one of the things I've always felt a bit uncomfortable about is using a tin for my cash. It feels a bit clumsy and I worry about losing it. So, when I stumbled across Red Rabbit (redrabbitcraft.co.uk) who make handmade aprons, I knew I'd found a great solution. I ordered a pocket belt apron to match my branding in blue and white polka dots. I'm going to have my own logo printed onto the pocket too!

Day 24

As the monsters are in such big demand at the moment, I've decided to make the most of it and host a selling-type raffle. I posted a picture of a sample make and invited keen shoppers to pop their names down. I would then pick a person at random and they would be the new owner. With 26 would-be buyers, the result was immense! It was such a fun and very different way to sell! 🍀



This monster in rose plush fabric caused quite a bidding stir





From junk to funk

Light up your Christmas craft markets with these cool Scandi-inspired lanterns made from old glass jars. **By Claire Watkins**

INFORMATION

Materials

- * Glass jars of various sizes
- * 5cm wide professional-quality masking tape
- * Surface primer
- * Red enamel spray paint
- * Old cardboard box
- * Various ribbons
- * Precision craft knife
- * Cutting mat
- * Baking paper
- * Pencil
- * Strong glue

Size: Various

Rating: Easy

These pretty lanterns are so easy to make and are really cost-effective, too. Use good-quality masking tape to prevent the paint bleeding into the design and do a test piece first to get used to the flow. It's easy to overload your project with paint and create drips, so make sure you achieve a good even stroke for a great finish. Always give your jars a coat of primer before you spray paint them – it not only reduces the coats you need to apply, but also gives the inside of the jar a clean finish.

As the jars can get very hot around the rim when used with real tea lights, we suggest including a safety warning. Alternatively, use a battery operated tea light instead. You can offer these as add-ons to boost your sales.

How to make the lantern jars

1 Print the Heart and Star templates from page 103 onto a sheet of A4 paper (you may find that you need to resize them to fit the front of your jar, depending on the size of jar that you are using).

2 Rip off a piece of masking tape and stick lightly onto baking paper; do not stick too firmly as you'll need to remove it later. Put the baking paper sheet over the template and trace around the motif. Use a craft knife and cutting mat to cut around the

motif. Remove the baking paper (the easiest way to do this is to use a craft knife to lift up a corner, then peel off).

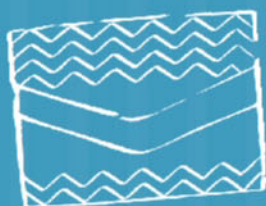
3 Clean and dry the jars, making sure that any sticky labels are completely removed. Stick your masking tape motif onto the side of the jar, positioned where you'd like the motif to appear. Attach a piece of masking tape behind the motif on the inside of the jar to prevent any overspray going onto the clear motif area.

4 Place the jar inside an old cardboard box and give it a coat of primer, using sweeping strokes. Leave to dry for about 20 minutes, then repeat if necessary. Once dry, apply your first coat of colour in the same way. Leave to dry, then repeat, building up layers of colour until you get an effect you are happy with. Remember to spray around the inner lip of the jar for a neat finish.

5 When the jar is completely dry, remove the masked motif from the front of the jar and the masking tape from inside, using a craft knife.

6 Cut a length of decorative ribbon and wrap around the rim of the jar, tying in a bow at the front. Dab some strong glue underneath the ribbon and the bow to hold it securely in place, to finish. 🎁





Chevron chic

Who wouldn't want to get their hands on this neat knitted clutch?
It's brilliantly on-trend and undeniably eye-catching! **By Susanne Frank**





INFORMATION

Materials

- * 50g Wendy Mode DK in Blue Popsicle (258)
- * 50g Wendy Mode DK in White (201)
- * 4mm (UK 8, US 6) knitting needles
- * 29 x 24cm (11.5 x 9in) lining fabric
- * 23 x 18cm (9 x 7in) strong interfacing
- * Magnetic clasp

Size: 23 x 18cm (9 x 7in)

Tension: 22sts and 33 rows to 10 x 10cm (4 x 4in) in stocking stitch, using 4mm (UK 8, US 6) needles

Skill level: Moderate

Clutch bags are ever popular: they are glam, fun and very versatile. This bag is knitted as a simple rectangle in an on-trend chevron pattern that will jazz up any outfit. Choose strong contrasting colours if you want your bag to have impact. Our clutch is big enough to hold an A5 notebook or magazine, making it a handy size for both daytime and evening use. It has a gorgeous fabric lining which, as well as giving it a professional finish, prevents the knit from stretching and ensures small items don't get caught between the stitches. A piece of strong interfacing adds stiffness to the flap for a neat appearance, and the invisible magnetic clasp is easy to attach making it an ideal fastening for a clutch bag.

How to make the chevron clutch

KNITTING THE BAG

Cast on 59 stitches in Blue Popsicle, then follow the pattern chart below adding two edge stitches either side. Knit the edge stitch at the beginning and end of each row in both colours so that the strands are evenly stretched across. Work 18 pattern repeats to create the right length.

Strand the yarn not used behind the work, being careful not to pull it too tight or leave it too loose.

Cast off in Blue Popsicle.

HOW TO FINISH THE CLUTCH BAG

- 1 Block the knitted piece. Lay the knitted piece onto a flat surface and fold the bottom third upwards to make a pocket shape (with right sides facing), then close the side seams. Turn right side out.
- 2 Iron a 3cm (1in) seam all around the lining fabric piece and close the side seams as you did for the knitted piece. Using a few stitches, attach the interfacing to the part of the lining that covers the bag's flap.
- 3 On the liner, mark the position where the magnetic clasp will sit. At this

CHEVRON CLUTCH CHART



- point, make two small incisions in both the liner and interfacing, then attach the male part of the magnetic clasp, securing it in place with the backing disc.
- 4** Mark the position where the opposite part of the magnetic clasp will sit on the knitted fabric; be accurate when lining up the clasp parts. Push the female part of the magnetic clasp through the knit and secure it in place on the inside with the backing disc.
- 5** Sew the bag lining in place with invisible stitches, to finish.

[illegible]

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

Boost your profits when you follow our top tips on getting the very best sales for your clutch



1 Shoppers love a one-off. Use different linings inside your clutch bags to make each one unique. Choose bright and bold block colours in contrasting shades for impact, or go for funky patterns to create a flash of fun each time the bag is opened.

2 Look at colour trends to see what's in fashion for the season ahead. Make plenty of clutches in new-season shades and you're sure to bag yourself some extra sales as well as gaining a reputation for being on top of the trends.

3 Double the fun! Attach a strap to the sides of your clutch that can be stored away inside, giving it two uses as both a clutch and a handbag.

4 Set the scene. When photographing your bag for online sales, try and rope in a friend to model it for you. Get your friend to dress in a Christmas party outfit, so the customers get to see the clutch in context.

5 Take your clutch to all your social events this Christmas to get it noticed. Make sure you keep plenty of business cards inside to hand out to all the people that compliment you on it.

6 Offer a gift wrap service to add extra value to your sales. Wrap your clutch in tissue paper and package it in a gift box tied with luxury ribbon to give it an extra-special feel. Busy Christmas shoppers will love the fact that they don't have to wrap, and you can charge a small fee for the service.

7 Get the price right. Factor in materials costs as well as your time when pricing your makes for sale, and don't be tempted to undercharge. People who value artisan products will be happy to pay a fair price for your hard work and skills.

8 Target your market carefully. Make sure you understand where your customers shop, both online and in

person. There's no point trying to sell high-end items at a car boot sale, so do your homework and make sure you're selling in the places that your customers are buying.

9 Don't skimp. There's nothing more annoying than a fastening that breaks, so buy quality for these finer details to keep your customers coming back for more.

10 Get your makes seen. Online selling is great, but there's nothing like getting your wares in front of shoppers, where they can see and feel the quality for themselves. So, even if the bulk of your sales are made online, do a few craft fairs so you can meet your customers and earn their trust. If you can impress them in person, they'll be much more likely to buy from you again. 

NOW SELLING ON...



 **Etsy:** Knitted Leather Clutch by LarvaMade, £49.06



 **Folksey:** Knitted and Crochet Clutch Bag by Leah Rose Designs, £15



 **Etsy:** Retro Knitted Clutch by Amanda Sainsbury, £50

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You could win this die-cutting machine!

Ditch the scissors and get cut out for papercraft creations with this die-cutting machine from our friends at docrafts – we have eight to giveaway

We've teamed up with creative superstore, docrafts, to bring you this fantastic prize worth over £1,000. Eight lucky *Craftseller* readers will win a much talked-about Xcut Xpress machine worth £139.95. This invaluable appliance allows you to tap into the growing trend of die-cutting, which is continuing to soar in popularity. To create selling success with this new craft, this machine is a brilliant place to start. There's a reason why this top-of-the

range device took two years of research, development and extensive testing and why it remains the renowned best-seller of its kind in the world. Its excellent features allow you to use all major manufacturers' dies to cut through paper, card, felt foam and thin plastic making your papercraft projects a breeze to get through! The sleek design is ideal for storage and portability with rubber feet and a locking system for extra stability. So, enter now for your chance to be a cut above the rest!

To enter, answer the following question:
What does embossing mean?

- A Stamping
- B Cutting
- C Sewing

Text A, B or C [space]
DOCRAFTS [space]
your name,
address and
email to 87474*



*Terms and conditions apply: The promoter is Immediate Media Company Bristol Limited. Entrants must be UK residents aged 18 years or older. Texts will be charged at 25p plus your standard network tariff rate. Text example: C DOCRAFTS Jane Smith, 45 A Street, A Town, AB12 345, janesmith@emailaddress.co.uk. To enter by post: write your answer, your name, address and docrafts on the back of a postcard and send to: Craftseller 43, Immediate Media Company, 9th Floor, Tower House, Fairfax Street, Bristol BS1 3BN. By entering this competition you are agreeing to receive newsletters, offers and promotions by post, email and telephone from Immediate Media Company Ltd and the prize providers sending offers and newsletters to you by post, email or phone. You can unsubscribe from these at any time. If you do not want to receive this information please add the words 'NO INFO' at the end of your text message or write 'NO INFO' on your postcard. Closing date for entries is 11.59pm on 5/12/14.

Top 10 Handmade CHRISTMAS GIFTS

Whether you're creating Christmas pressies to sell or give to your loved ones, we've got the lowdown on the most on-trend makes for December 2014. **By Amy Hunt**

Once summer's over and the children go back to school, many of us start thinking about the next big thing – Christmas! Whether you run a business or are someone who likes to get that gift list ticked off early, you'll do well to swot up on what's cool to make and cool to buy. Marketeers know that a little research before putting your Christmas stock together is essential, so here's a sneaky peek at what we, and some of our favourite craftsellers, think will bag you profits this season.

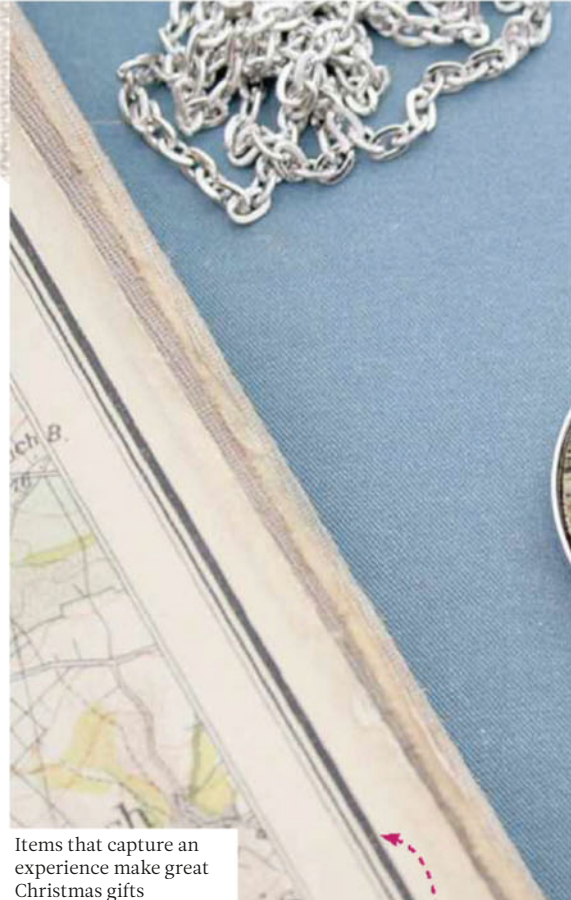
1 Family trees

Louise Brusaferrero (facebook.com/personalisedbirdpics) combines the family tree resurgence with the woodland trend. "I sew family trees with birds on them. The largest tree to date had 16 birds on it! Personalised items are always popular – I think that if you give something with a meaningful quote or a shared joke stamped onto it, then you can't fail to be popular with the recipient."



Bespoke, personalised gifts are always money spinners at Christmas

Upcycling is a trend that's here to stay



Items that capture an experience make great Christmas gifts

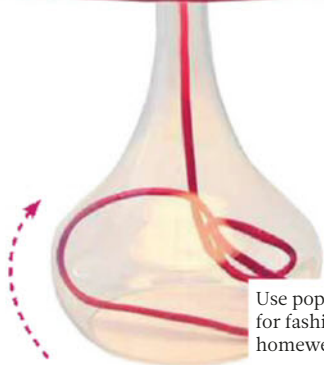
2 Travelling and maps

Maps and vintage travelling items are everywhere. Ewa Trojanowska at Kfiatek Gifted Hands on Etsy is finding that her customised jewellery and map cuff links are popular because of their romantic twist. "My map jewellery makes a brilliant gift for romantics. Everyone has a sentimental attachment to a specific place in the world and people smile when they see a map of a place close to their heart, whether it's an engagement or wedding location, honeymoon or favourite vacation place. My best-sellers are cuff links and necklaces made of vintage typewriter keys and maps."

3 Driftwood decorations

Reclaimed items are truly trendy. People love anything that has a new use, such as personalised apple crates for the garden or driftwood ornaments for the home. It's about bringing a natural feel to your home, as Yvonne Ruhle of kitandkaboodle.net can vouch for: "When I started out, I made personalised crates for friends and colleagues and suddenly I was inundated with requests for more. My driftwood Christmas trees and candle holders are popular at this time of year. All my items are handmade and hand-painted using driftwood and recycled wood."





Use popular prints for fashionable homewear

4 Pastels and metallics

Perhaps you make cushions and you're wondering what prints will be popular for interiors this season? We asked Camilla Smith-Westergaard at Butterscotchandbeesting.com her thoughts. "Pastel shades and metallics are big. I've got a new flamingo pink and gold colour scheme for my Circus Triangles cushion that I'm hoping will do well this season. I also try to have a good range of products, from stocking fillers like pocket mirrors, to more expensive gifts like my lamps."

Research winter trends for instant sales success

5 Locally sourced

Crafted items that are wooden and personalised are hot right now. Sean Carter of Aberfanturning Handmade Pens and Pencils (aberfanturning.co.uk) carves and engraves wooden pens from Welsh wood. "People love that I source wood from farmers, local woods and various people who deal with wood locally." Staying with handmade wooden gifts, Dewerstone.com has launched a gift for outdoors types: "Our wooden sunglasses are a winner among people looking for unique handmade items," says Ben Coombs.



Shop local to find unique materials

6 Beautiful bunting

Michelle Kreussel of thefoxintheattic.com combines two of the hottest trends in crafts at the moment – bunting and woodland animal motifs. "The woodland animal bunting is the most popular out of all the bunting that we sell, followed closely by the Farm Animal Bunting," he says. "People love the woodland theme for baby nurseries. I think the bunting is very popular because it makes a great gift for new arrivals."

7 Cable-knit crafts

Cable-knits are fashionable at the moment, especially in home decor. It's about owning something that is good quality and nostalgic: "My most popular products are definitely cable-knit cushions," says Anna Witkowska from Anna's Knitting Basket on Etsy. Francesca Parker at walkins3george on Etsy confirms this: "My up-cycled cable-knit cushions are especially popular around Christmas. They're made from vintage aran fisherman's jumpers."



Technology related gifts will fly this Christmas

8 Kindle cover

E-readers, notebooks and tablets – it seems that everyone has an item of technology that they're absorbed in, as Ria Logan at Klevercase can confirm: "Last Christmas, sales of our handmade covers went through the roof and the workshop went into overdrive. We produce a range of 12 cases for tablets that are made to look like real books. A beautiful way to hide your technology."



9 Crochet characters

We all know that crochet is hot right now, and it's the cute characters for kids that are selling really well. "My most popular products are crochet teds," says Julia Broad at Flossie & Ted (facebook.com/flossieandted). "Customers tell me how lovely it is to have something unique and not mass produced. I can also adapt orders to customers' exact wishes, making the gifts extra-special."

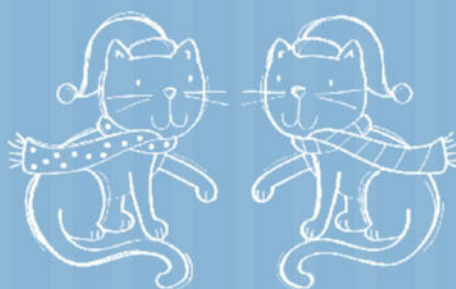


Make something really WOW and you'll reap the rewards this Christmas!

10 Children's teepees

What can customers buy to really wow their cherished little ones on Christmas morning? The children's teepee! "Teepees are very popular for a few reasons," says Jennifer McIntyre at Fifi & Dolores. "Customers like that we can create their own customised design. The themes are different to suit the child. Last Christmas I sold every teepee I made." 





Kitty-cat cool

Our wintry crochet cats are not only the sweetest pair, they double-up as super-practical doorstops too! **By Liz Ward**



INFORMATION

Materials

- 50g DMC Natura Just Cotton 4ply in Ivory (N02), Sable (N03), Gris Argent (N09), Jade (N20), Tropic Brown (N22), Passion (N23) and Safran (N47)
- 3mm (UK11) crochet hook
- 12mm black toy safety eyes
- Wool needle
- Toy stuffing
- Rice or pellets for weighting
- Black embroidery thread
- Small white pom-poms

Size: 15 x 20cm (6 x 8in)

Skill level: Intermediate

Nordic style is back with a bang this winter and we think these fashionable kitties in their Fair Isle knits are the cat's whiskers! As well as being super-cute, our funky felines are weighted with rice so they can be used together as a doorstop or as a pair of bookends, so they'll appeal to double the number of shoppers!

We've introduced some new crochet stitches to incorporate the colour changes, so you can expand your stitch repertoire with this project, while giving a really authentic look to those fabulous Fair Isle sweaters.

You can really experiment with colours on the cats' accessories to feature all the season's trends and make each pair unique. Why not give monochrome a go? Or, crochet in dusky pastel shades for a vintage feel.

SAFETY FIRST Our winter cats are homewares and are not recommended for young children. If selling handmade items that could be considered toys, make sure you have a disclaimer on your website or stall so that parents can make an informed decision. **Remember, if you intend to sell your makes, there are strict regulations to adhere to. Visit craft-seller.com for information and advice on child safety.**

How to make the crochet cats

HEAD

Make 1 in Safran and 1 in Sable.

Make a magic ring and work 6dc into the ring. 6sts.

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

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

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

Round 4: (dc in the first 3sts, 2dc in the next st) repeat to end. 30sts.

Round 5: (dc in the first 9sts, 2dc in the next st) repeat to end. 33sts.

Round 6: (dc in the first 10sts, 2dc in the next st) repeat to end. 36sts.

Round 7: (dc in the first 11sts, 2dc in the next st) repeat to end. 39sts.

Round 8: (dc in the first 12sts, 2dc in the next st) repeat to end. 42sts.

Round 9: (dc in the first 13sts, 2dc in the next st) repeat to end. 45sts.

Round 10: (dc in the first 14sts, 2dc in the next st) repeat to end. 48sts.

Round 11: (dc in the first 15sts, 2dc in the next st) repeat to end. 51sts.

Round 12: (dc in the first 16sts, 2dc in the next st) repeat to end. 54sts.

Place 2 stitch markers on the next row 12sts apart to mark where you will put the eyes.

Rounds 13-14: dc in each st to the end. 54sts.

Round 15: (dc2tog, dc in next 7sts) repeat to end. 48sts.

Round 16: (dc2tog, dc in next 6sts) repeat to end. 42sts.

Round 17: (dc2tog, dc in next 5sts) repeat to end. 36sts.

Round 18: (dc2tog, dc in next 4sts) repeat to end. 30sts.

Round 19: (dc2tog, dc in the next 3sts) repeat to end. 24sts.

Stuff the head with toy filling.

Round 20: (dc2tog, dc in the next 2sts) repeat



TOP TIP

If you see stuffing through the stitches, then try a smaller hook to tighten your tension

You can sell
your cats
individually or
as a pair



to end. 18sts.

Round 21: (dc2tog, dc in the next st) repeat to end. 12sts.

Round 22: (dc2tog) repeat to end. 6sts.

Fasten off, then thread the cut yarn onto a wool needle and weave through the last 6 stitches, pull the yarn to close the hole. Weave in yarn and cut off any loose ends.

BODY

Make 1 in Safran and 1 in Sable.

Make a magic ring and work 6dc into the ring. 6sts.

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

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

Change colour to the main jumper colour.

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

Round 4: fptr in each st to the end. 24sts.

Change to Ivory yarn.

Round 5: (dc in the first 3sts, 2dc in the next st) repeat to end. 30sts.

The next round is worked by changing colour each st. Start in Ivory and work 1st Ivory, 1st contrast colour throughout round.

Round 6: (dc in the first 4sts, 2dc in the next st) repeat to end. 36sts.

Change colour to jumper contrast colour Passion or Jade

Round 7: (dc in the first 5sts, 2dc in the next st) repeat to end. 42sts.

Round 8: (dc in the first 6sts, 2dc in the next st) repeat to end. 48sts.

The next round is worked by changing colour each st. Start in Ivory and work 1st Ivory, 1st contrast colour throughout round.

Round 9: (dc in the first 7sts, 2dc in the next st) repeat to end. 54sts.

Change colour to Ivory.

Round 10: (dc in the first 8sts, 2dc in the next st) repeat to end. 60sts.

Change to main jumper colour

The armholes are formed on the next round.

Round 11: Skip the first 10sts, dc in next 20sts, skip the next 10sts, dc in the last 20sts. 40sts.

Round 12: (dc in the first 19sts, 2dc in the next st) repeat to end. 42sts.

Round 13: (dc in the first 13sts, 2dc in the next st) repeat to end. 45sts.

Round 14: (dc in the first 14sts, 2dc in the next st) repeat to end. 48sts.

Rounds 15-16: dc in each st to the end. 48sts.

Round 17: tr in each st to the end. 48sts.

Round 18: fptr in each st to the end. 48sts.

Change colour to the main body colour.

Round 19: dc in each st to the end. 48sts.

Round 20: (dc2tog, dc in next 14sts) repeat to end. 45sts.

Round 21: (dc2tog, dc in next 13sts) repeat to end. 42sts.

Round 22: (dc2tog, dc in next 12sts) repeat to end. 39sts.

Round 23: (dc2tog, dc in next 11sts) repeat to end. 36sts.

Stuff using toy filling. Add a small sandwich bag filled with rice or pellets to weight the body and place toy stuffing around the bag so the finished cat feels soft.

Round 24: (dc2tog, dc in next 4sts) repeat to end. 30sts.

Round 25: (dc2tog, dc in the next 3sts) repeat to end. 24sts.

Round 26: (dc2tog, dc in the next 2sts) repeat to end. 18sts.

Round 27: (dc2tog, dc in the next st) repeat to end. 12sts.

Round 28: (dc2tog) repeat to end. 6sts.

Fasten off, then thread the cut yarn onto a wool needle and weave through the last 6 stitches, pull the yarn to close the hole. Weave in yarn and cut off any loose ends.

Sew the head onto the body securely. Weave in and cut off any loose ends.

LEGS

Make 2 for each cat starting in Tropic Brown.

Stuff as you go along.

Make a magic ring and work 6dc into ring. 6sts.

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

Round 2: dc in the first 2sts, 2dc in the next st, dc in the next 2sts, 3htr in the next st, htr in the next 2sts, 3htr in the next st, dc in the next 2sts, 2dc in the last st. 18sts.

Round 3: dc in the first 3sts, 2dc in the next st, dc in the next 2sts, htr in the next st, 2htr in the next st, htr in the next 4sts, 2htr in the next st, htr in the next st, dc in the next st, 2dc in the next st, dc in the last 2sts. 22sts.

Round 4: 2dc in the first st, dc in the next 8sts, 3htr in the next st, htr in the next 5sts, 3htr in the next st, dc in the last 6sts. 27sts.

Round 5: dc in each st to the end. 27sts.

Round 6: dc in the first st, dc2tog, dc in the next 8sts, dc2tog, dc in the next 6sts, dc2tog, dc in the last 6sts. 24sts.

Round 7: dc in the first 11sts, htr3tog, htr in the next 3sts, htr3tog, dc in the last 4sts. 20sts.

Round 8: dc in the first 3sts, dc2tog, dc in the next 4sts, dc2tog, dc in the next st, dc2tog, dc in the next st, dc2tog, dc in the last 3sts. 16sts.

ABBREVIATIONS

Bobble stitch: Yarn over, insert hook in stitch, yarn over, draw loop through, yarn over, draw through 2 loops on the hook, (yarn over, insert hook in same space, yarn over, draw loop through, yarn over, draw through 2 loops on hook) repeat 3 times, yarn over, draw through all 6 loops on hook

dc: double crochet

dc2tog: dc the next 2sts together

fptr: front post treble crochet. To make a fptr, yarn over, insert your hook into the front of your work, behind the indicated stitch, and then up through your work on the other side of the stitch, so that your hook is now at the front of your work again, yarn over, pull up a loop, yarn over, pull through two loops on hook, yarn over, pull through final 2 loops on hook.

htr: half treble crochet

htr3tog: half treble crochet the next 3sts together

st/sts: stitch/stitches

sl ss: slip stitch

tr: treble crochet

Round 9: dc in the first 8sts, dc2tog, dc in the next st, dc2tog, dc in the last 3sts. 14sts.

Round 10: dc in each st to the end. 14sts.

Round 11: dc2tog, dc in each st to end. 13sts. Change colour at the end of this round to the same colour used for the head.

Rounds 12-16: dc in each st to the end. 13sts.

Round 17: dc2tog, dc in each st to the end. 12sts.

Rounds 18-22: dc in each st to the end. 12sts.

Round 23: dc2tog, dc in each st to the end. 11sts.

Rounds 24-28: dc in each st to the end. 11sts.

Round 29: dc2tog, dc in each st to the end. 10sts.

Rounds 30-34: dc in each st to the end. 10sts. Cut the yarn leaving a long tail and pull through loop to secure.

Finish stuffing the legs firmly with toy stuffing. Sew closed the top of the legs, then sew in place on the underside of the body. Weave in and cut off any loose ends.

ARMS

Make 2 starting in Gris Argent yarn.

Stuff the arms fairly tightly with toy filling as you go along.

Make a magic ring and work 6dc into the ring. 6sts.

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

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

Round 3: (dc in the first 5sts, 2dc in the next st) repeat to end. 21sts.

Round 4: dc in each st to the end. 21sts.

Round 5: (dc2tog, dc in next 5sts) repeat to end. 18sts.

Round 6: Bobble stitch in first st, dc in each st to end. 18sts.

Round 7: (dc2tog, dc in next 4sts) repeat to the end of the round. 15sts.

Round 8: (dc2tog, dc in next 3sts) repeat to end. 12sts.

Round 9: dc in each st to the end. 12sts. Change yarn to the colour for the jumper.

Round 10: tr in each st to the end. 12sts.

Round 11: fptr in each st to the end. 12sts.

Rounds 12-18: dc in each st to the end. 12sts.

Round 19: dc2tog, dc in each st to the end. 11sts.

Rounds 20-24: dc in each st to the end. 11sts.

Round 25: dc2tog, dc in each st to the end. 10sts.

Rounds 26-30: dc in each st to the end. 10sts. Cut the yarn leaving a long tail and pull through

loop to secure.

Finishing stuffing the arm firmly with toy stuffing. Position the arms into the armhole gaps on the jumper and sew in place. Weave in and cut off any loose ends.

MUZZLE

Make two in Ivory.

Make a magic ring and work 6dc into the ring. 6sts.

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

Rounds 2-8: dc in each st to the end. 12sts. Stuff lightly with toy filling.

Round 9: (dc2tog) repeat to end. 6sts.

Fasten off, then thread the cut yarn onto a wool needle and weave through the last 6 stitches, pulling the yarn to close the hole. Weave in yarn and cut off any loose ends.

Position the muzzle onto the bottom half of the cat's face, using the photograph on page 82 as a guide. When you are happy with the positioning, sew in place.

Use a full strand of black embroidery thread and long straight stitches to create the nose and a mouth over the muzzle, as shown.

EARS

Make 2 in same yarn as body.

Make a magic ring and work 4dc into the ring.

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

Round 2: (dc in the first 2sts, 2dc in the next st) repeat to end. 8sts.

Round 3: (dc in the first 3sts, 2dc in the next st) repeat to end. 10sts.

Round 4: (dc in the first 4sts, 2dc in the next st) repeat to end. 12sts.

Round 5: (dc in the first 5sts, 2dc in the next st) repeat to end. 14sts.

Round 6: (dc in the first 6sts, 2dc in the next st) repeat to end. 16sts.

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

Sew in place on the head after you've made the hat.

TAIL

Make 1 for each cat in the same colour as the body.

Make a magic ring and work 6dc into the ring. 6sts.

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

Rounds 2-15: dc in each stitch to the end

of the round. 9sts.

Fasten off. Stuff with a pipe cleaner, cut to size and sew onto the body of the cat.

HAT

Make 2, one in Passion and one in Jade.

Make a magic ring and work 6dc into the ring. 6sts.

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

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

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

Round 4: (dc in the first 3sts, 2dc in the next st) repeat to end. 30sts.

Round 5: (dc in the first 9sts, 2dc in the next st) repeat to end. 33sts.

Round 6: (dc in the first 10sts, 2dc in the next st) repeat to end. 36sts.

Round 7: (dc in the first 11sts, 2dc in the next st) repeat to end. 39sts.

Round 8: (dc in the first 12sts, 2dc in the next st) repeat to end. 42sts.

Round 9: (dc in the first 13sts, 2dc in the next st) repeat to end. 45sts.

Round 10: (dc in the first 14sts, 2dc in the next st) repeat to end. 48sts.

Round 11: (dc in the first 15sts, 2dc in the next st) repeat to end. 51sts.

Round 12: (dc in the first 16sts, 2dc in the next st) repeat to end. 54sts.

Round 13: dc in each st to the end. 54sts.

Round 14: tr in each st to the end. 54sts.

Round 15: fpdc in each st to the end, sl st to finish. 54sts.

Cut the yarn leaving a long tail and pull through loop to secure. Sew the hat in place on the head, weave in and cut off any loose ends. Glue or sew a small white pom-pom to the top of the hat, to finish. 🐾



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- Slide speed control
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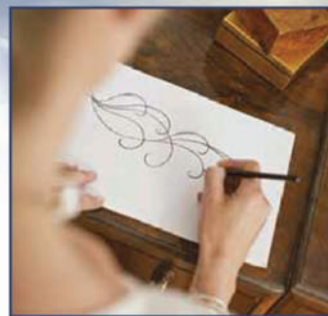


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GTS Sewing Machines Banbury OX16 9PQ	01295 701 384
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Maidstone Sewing Centre Maidstone ME14 1ED	01622 670 254
Regent Sewing and Knitting Ltd Ilford IG1 2AG	02084 780 669
Rona Sewing Machines Waltham Cross EN8 7BX	01992 640 250
Sew Devine Reading RG6 1JQ	01189 268 664
The Sewing Centre Battersea SW11 3BP	0207 2283 022
The Sewing Shop Canterbury CT1 2HX	01227 457 723
Tyson's Sewing Machines Limited Southall UB1 3DA	0208 5741 750
Tyson's Sewing Machines Limited Hounslow TW3 1NW	0208 5706 790
Woking Sewing & K/M Centre Woking KT15 3NY	01932 352 958

South West

Bredons Taunton TA1 3NB	01823 272 450
Caffie Crafts Weston Super Mare BS24 6SE	01934 838 327
Direct Sewing Machines Redruth TR15 2BY	01209 216 942
Exeter Sewing Machine Company Exeter EX1 2LD	01392 275 660
Franklins Group Limited Salisbury SP2 7SU	01722 554 466
Stewart's House of Fabric Wareham BH20 4AG	01929 551 191
The Stitch Academy Taunton TA1 1NZ	07547 006 618

Ask the Experts

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

Our experts

There's no question that's too big or too small for our crafting gurus

MARILYN MESSIK is the founder of Create Communication, a copywriting consultancy that helps businesses shape their company message.



EMILY COLTMAN is a chartered accountant and author who helps companies with their finances and is Chief Accountant to FreeAgent who make accounting software.



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



JENNIFER CHAN is a co-founder and director of go-to knitting site, Stitch & Story. The company supplies natural yarns and knitting kits and they also host regular knitting workshops.



Be cautious when you're adjusting needle sizes

Size matters

Q I have a jumper pattern, which I want to use to make a jumper for both myself and my six-year-old daughter. Can I change the needle/hook size to make a pattern larger or smaller?
SAM WAYNE, LIVERPOOL

A JEN SAYS: Yes but only marginally. It's important to remember that it's difficult to change the needle size substantially (i.e. a 4mm to a 10mm) without taking into consideration the type of wool that you're using and whether there is any shaping involved in your pattern. Otherwise, you'll get very loose knitting if you increase the size or squished knitting if you decrease too much. The best way will be to adjust the pattern itself by adding or decreasing the number of rows and stitches.

Cutting corners

Q How do I get nice, crisp corners on my cushions? They also seem to have a slight, uneven lumpiness to them. Help!
ELENA BURROUGHS, NORWICH

A LOUISE SAYS: A few simple tricks will give your corners that polished look. Using a smaller stitch length is an easy yet effective first step. You could also reinforce the corners: to do this, either backstitch or stitch over the edges twice and clip off the end of your corner seam before trimming the edges down toward that corner. Another trick is to press your corners down well with an iron once you've pulled everything tight. Remember to press and not iron, as that can distort the fabric. If you feel the extra fabric bunched up in the corner, go back in and trim more. Turning your corners right-side out should also help.



Getting crisp corners is sew simple!

MY TOP
TEN TIPS**JESSICA CATHERINE**

creates ceramic gifts and homeware, which can be found at www.jessica-catherine.com and are also available on Folksy.



1 Play with creative projects outside of your usual craft.

2 Remember, politeness goes a long way with buyers.

3 When pricing up, include all the bits and pieces that go into your creations.

4 Create a cosy place to get making.

5 Label your work so everyone will know who made it.

6 Build a tribe of creative chums.

7 Celebrate every little achievement!

8 Squash your gremlins and believe in yourself!

9 Be open to selling in different ways.

10 Embrace social media to make creative connections.

Build the foundations of a successful business



Building blocks

Q Sewing has always been my hobby but I have been daydreaming about turning it into a business. What should I start thinking about?

PAULA FORSYTHE, NUNEATON

A MARILYN SAYS: Building a business is like building anything else – you need firm foundations. Firstly, ensure your products are as good as you can get them. Following this, brand them so your business immediately has a clear identity. You then need to spread the word to as many potential customers as possible. Finally, track money in and out to clearly see if you're making profits or mistakes. Don't hang about – if you wait too long you may just miss the boat!

Do it right

Q I have only just started selling my baby clothing range but I'm not making any money yet. Do I really have to fill in a tax return?

ANDREA BURNS, LONDON

A EMILY SAYS: If you're running a business, then yes, you do! You'll have to register your business with HM Revenue & Customs (hmrc.gov.uk/) and click the "Register" link towards the top left

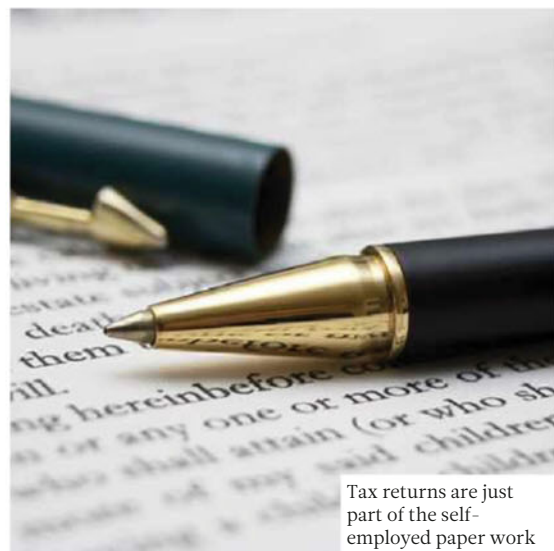
f FAQ

This month our top Facebook question is...

Q Is it possible to get a good sewing machine for under £150?

FRANCIS ROONEY

A LOUISE SAYS: I would suggest looking at John Lewis for a nice starter machine for around £100 - £150. You don't need anything fancy – just something solid and reliable. Brother have some nice entry level machines or look on ebay for second-hand appliances that may be cheaper.



Tax returns are just part of the self-employed paper work

of the page) and file a tax return each year. You will also have to pay income tax and class four National Insurance on your profits once they go above a certain level depending on any additional income. This level changes yearly. You're also required to pay class two National Insurance, which is a flat weekly rate of £2.75. If your profits for the year are under £5,885 then you can apply to be exempt from class two National Insurance. However, be careful, as this can affect your entitlement to State Pension later.

ESSENTIAL CRAFT TOOL



NAME: Sarah Cryer
SHOP: Sarah Cryer Beadwork
WEBSITE: folksy.com/shops/somanybeads
TYPE: handmade beadwoven jewellery
TOOL: Bead Buddy "Design, Save & Go" beading mat/case
AVAILABLE: Beadsdirect.co.uk

"All beaders need a bead mat – they stop the beads rolling around and getting lost. For years I'd worked on loose mats sat on a variety of trays, but having small children meant I'd have to put everything away constantly or risk disaster. This is where this board has revolutionised the way I work. It's actually two very large mats glued into a plastic case (like a giant DVD case). You can separate the two sides for even more working space (useful if you have multiple projects on the

go), then stack your work. Or, even better, when you're not working, close the lid and your working piles of beads will remain exactly where you left them. It's more expensive than a standard mat, but unless you have a dedicated workspace, it's well worth the extra cost."



GUEST EXPERT



Hannah Wiltshire started her career as a corporate lawyer before going on to co-found thisisyourkingdom.co.uk. Here she outlines the first practical steps to building your online business.

1 Write a detailed specification clarifying exactly what you want your website to be able to do. This should include everything from the way in which the pages link together, through to the functionality of the search (keyword only or phrases?) and the complexity of the content management system or 'CMS' (the administrative area that allows you to edit the site's content). It's important to think about any additional functionality you may wish to add in the future, as you will find it's often more cost effective to put elements of this in place at the start. For example, if members would be allocated a username and password should you add a forum.

2 Choose a platform: As most of you will know, a brilliant way to achieve an online presence on a teeny tiny budget is to set up a blog. In my opinion, the best blogging platforms are WordPress and Blogger – each of these allows you to add plug-ins and apps that will personalise the design and layout, allow you to send newsletters and recruit followers, plus a million other snazzy things. Most importantly, it's free!

3 If you decide to employ the services of a professional, make sure you discuss all the options available with them, including the possibility of utilising freely available software such as Joomla! Even if you do decide to develop a more bespoke system – which is what we did for TIYK – at least you know you have considered all the options and arrived at the most suitable, cost-effective solution.

(extract from the eBook *Motivating Business Mums* by Debbie O'Connor, harriman-house.com, £1)



Screen time

Q I was taught to knit as a little girl and am keen to increase my limited skill set. I've tried instruction books but find them difficult to follow and with full-time work, I don't have time to attend classes.

BETH CUNNINGHAM, BATH

A **JEN SAYS:** A lot of people prefer to learn a practical skill like knitting by actually seeing it being done. For this reason, Jen Hoang has devised to-the-point video tutorials with simple instructions on our website (stitchandstory.com/pages/knitting-tutorials). The aim is to help the beginner knitter in their journey, making it fun and fresh to learn. As well as covering the basics, such as casting on and knit stitch, there are also instructions for cabling and the ladder stitch. With each video lasting just two minutes, you'll easily find time to watch and learn! Good luck!



Learn how to knit with simple step by step video tutorials



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Fab freebies

Be inspired by these gorgeous giveaways, and enter today for your chance to walk away with a fab prize!



1 SUGAR RUSH

Sweeten up with the Cake International Show in Manchester from 6-8 February. There's ten pairs of tickets worth £20 to give away.

Visit ichfevents.co.uk

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

2 WINTER WARMTH

Fight the cold in style and make cosy winter knits with a stash of a dozen yarn balls and needles worth £120 from Minervacrafts.

Visit minervacrafts.com

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

3 GEEK CHIC

Stay on-trend with the latest in vogue crafts and settle down with new reads, *The Origami Home* and *Modern Crochet*. Courtesy of Quarto Publishing, we have three sets of both titles worth £40 up for grabs.

Visit quarto.com

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

4 DECORATIVE DESIGN

Sizzix are offering one *Craftseller* reader a chance to win their fantastic Big Shot machine with a selection of dies from their brand new range, Where Women Cook. Create your own

cards and more with this prize worth £120.

Visit sizzix.co.uk

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

5 ONLINE OFFICE

Optimize your selling success with your very own website! Create. are offering one reader a year's subscription to their Plus package worth £216. This package includes a Facebook shop, an account manager and so much more! Convert your hobby into a business now!

Visit create.net

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



6

6 BLOOMING MARVELLOUS!

Be a green-fingered Goddess all year round with a bunch of artificial flowers from floral designer, Julie Dodsworth. Country Baskets have two flower arranging bundles worth £60 to give away. Enter now to be the pick of the crop!

Visit countrybaskets.co.uk

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



WIN IT



8

7 ROCKIN' FROCK

Get handmade, vintage fabulous with a £120 voucher to spend at Sew La Di Da. Choose from a dress pattern that oozes old-school pizzazz or a class where you can make a twist n' turn dress. There's one up for grabs!

Visit sewladidavintage.com

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

8 SMELL OF SUCCESS

Make your own vintage themed soap with this kit containing everything you need to get started in the cosmetics market or just to scrub up in style. Courtesy of The Soap Kitchen, we have six sets worth £18.99 to give away.

Visit thesoapkitchen.co.uk

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

* Terms and conditions apply: The Promoter is Immediate Media Company Bristol Limited. Entrants must be UK residents aged 18 years or older. Texts will be charged at 25p plus your standard network tariff rate. To enter by post: write your name, address and chosen freebie on the back of a postcard and send to: Craftseller 43, Immediate Media Company, 9th Floor, Tower House, Fairfax Street, Bristol BS1 3BN. By entering this competition you are agreeing to receive newsletters, offers and promotions by post, email and telephone from Immediate Media Company Ltd and the prize providers sending offers and newsletters to you by post, email or phone. You can unsubscribe from these at any time. If you do not want to receive this information please add the words 'NO INFO' at the end of your text message or write 'NO INFO' on your postcard. Closing date for entries is 11.59pm on 5/12/14.



More ways than one

Washi tape has taken the crafting world by storm – use it to make quick decorations and you'll be on to a winner. **By Claire Watkins**





INFORMATION

Materials

- * Washi tape
- * Sharp scissors or craft knife
- * Mini wooden pegs
- * Cookie cutters in Christmas shapes
- * Brown tags
- * Glue

Size: Pegs – 3.5 x 7cm (1½ x 2¾in)

Tags – 5 x 9.5cm (2 x 3¾in)

Cookie cutters – 4cm (1½in) high

Skill level: Easy

Buyers love nothing more than a great deal and they'll be thrilled with these quick little makes which will earn you a tidy profit when sold in sets. In just a few hours you can rustle up quite a bit of stock, so they're perfect for those last-minute craft fairs or stall fillers. Remember to make some display models too – a mini tree is a great way to show off your makes, or string them out on Baker's twine to decorate your stall.

Washi tape is hugely popular at the moment and, as it comes in so many fantastic colours and patterns, you can be so creative with your designs. Theme your sets by colour or style and package in boxes or bags to give your makes a professional edge.



How to make the decorations



How to make the tags

1 Decide whether you want to decorate the side or bottom of the tag then, staying as close to the edge of the tag as possible, stick down the tape. Trim away any excess tape.

2 Loop a length of Baker's twine through the hole in the top of the tag, to finish.

How to make the pegs

1 Centre the washi tape design over the peg. Line up with the edge along the top half of the peg before the wire pin, then stick in place. Trim away the excess tape.

2 Repeat for the bottom segment of the peg below the wire pin, making sure any pattern on your tape is neatly aligned.

How to make the cookie cutters

1 Starting on the bottom corner of the cookie cutter, wrap the patterned tape neatly around the cutter, making sure that the pattern is centred in the middle of the cutter. Tape the whole way around the cookie cutter, making sure that the tape is neatly pressed into any curves and grooves.

2 Choose a contrasting colour for the edges and, starting at the same point as before and

slightly overlapping the first tape, go all the way around the cutter. Be careful on the edge as this may be sharp. Once you have done this, you now need to fold over the tape. To do this neatly, snip into the tape at various points around the cutter, particularly on curved areas, fold over to stick on the inside of the cutter.

3 Repeat step 2 to attach matching tape to the opposite side of the cookie cutter.

4 Take a length of Baker's twine in a coordinating colour and tie it around the top of the decoration. Glue the twine together where it meets to help stabilize the decoration when it hangs. 📌





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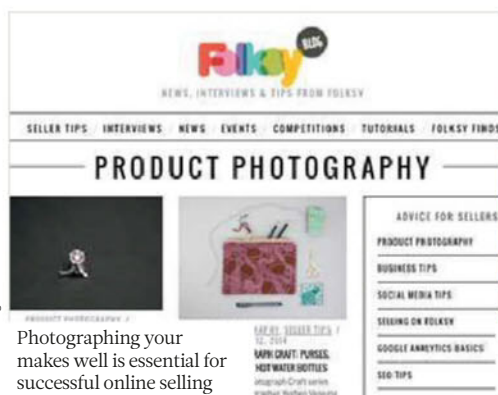
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SELL IT

The Craftseller *START-UP* *GUIDE*

Get to grips with the basics and you'll
be selling your makes in no time!





Photographing your makes well is essential for successful online selling



Do your homework to find out if any legal guidelines apply to your makes



Starting out can feel like wading through a minefield of information, but what do you really need to know to begin selling your makes? Get a handle on these basics and your craft business will be off to a flying start...

WHERE TO SELL

If you're eager to get going, then the internet is the place to begin. Facebook is free, easy to use and within 10 minutes you can have a page uploaded with pictures of your crafts. After that, we'd recommend setting up your own virtual shop at an online marketplace. Consider which site fits best with your target audience, what the fees are, and how much work is expected from you. Visit thedesigntrust.co.uk for more info

"Consider which site fits your audience and what is expected from you"

about online selling. If you like the idea of meeting shoppers face to face, search for local events at stallfinder.com and visit craft-seller.com for advice on craft fairs.

PHOTOGRAPHY KNOW-HOW

Good photos are essential when selling online. Bad lighting, busy backgrounds or poor focus can put customers off, so it's worth taking the time to consider how to showcase your makes. The Folksy blog (blog.folksy.com) has some articles on this topic. Think also about seasonality – shoot your makes for summer and winter using different props.

PRICING

It can be hard to put a price on your time and skill, so look at what other people are selling similar items for. Don't always undercut them – if yours really is a better quality product, reflect this in the price. For more info on pricing your handmade goods, visit the Enterprise Nation blog at enterprisenation.com/blog.

BOOKKEEPING AND TAX

If you're just selling occasional items to friends and family you won't be liable for tax, but as soon as you start to sell commercially – online or at craft fairs – you will need to let Revenue & Customs know (visit hmrc.gov.uk). You'll need to keep a record of all your sales, too – read our bookkeeping tips at craft-seller.com.

THE LEGAL BIT

If you're selling food, toys or cosmetics, there are health and safety guidelines to consider. But don't panic, just do your research. If you bake, visit food.gov.uk to get to grips with the basics. If you make items that will appeal to children under the age of 14, they will need to be CE tested (see gov.uk/ce-marking, or visit conformance.co.uk to find out about self certification packs). If you're selling soap or toiletries, then seek advice from gcstm.co.uk. You may need insurance if selling at fairs – there's a great article at ukhandmade.co.uk on this subject.

Crafty contacts

Start your research here...

TOP SELLING SITES

dawanda.com
etsy.com
folksy.com

TAX & BOOKKEEPING

hmrc.gov.uk
icaew.com

CRAFT FAIRS

stallfinder.com
ukcraftfairs.com

PRODUCT SAFETY

conformance.co.uk
food.gov.uk
gcstm.co.uk
gov.uk/ce-marking

GENERAL ADVICE AND SUPPORT

blog.etsy.com/uk
blog.folksy.com
craftscouncil.org.uk
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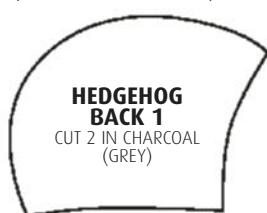
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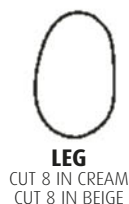
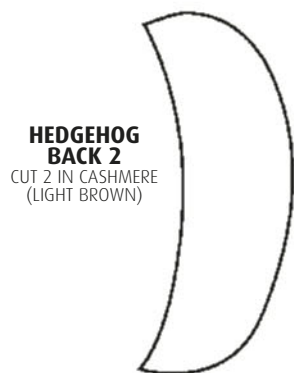
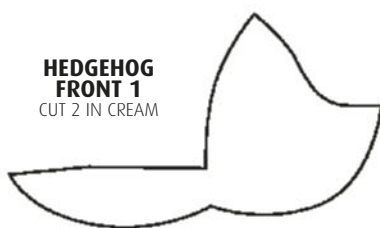
Use these templates to make our festive hedgehog wreath on page 16, the cute Christmas coasters on page 44, the children's Santa sacks on page 64 and the stylish lantern jars on page 72

HEDGEHOG WREATH

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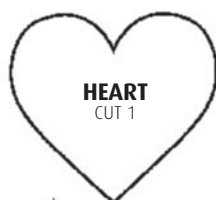


HEDGEHOG FRONT 1
CUT 2 IN CREAM



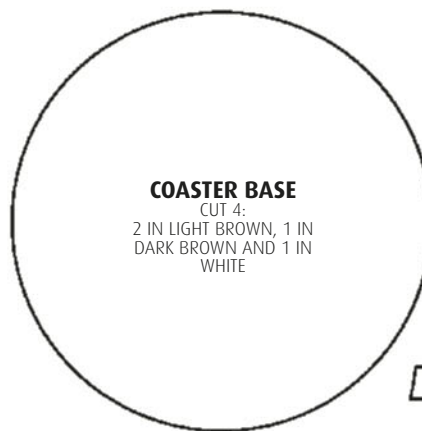
LANTERN JARS

(COPY AT 200%)



COASTERS

(COPY AT 200%)



SANTA SACKS (COPY AT 200%)

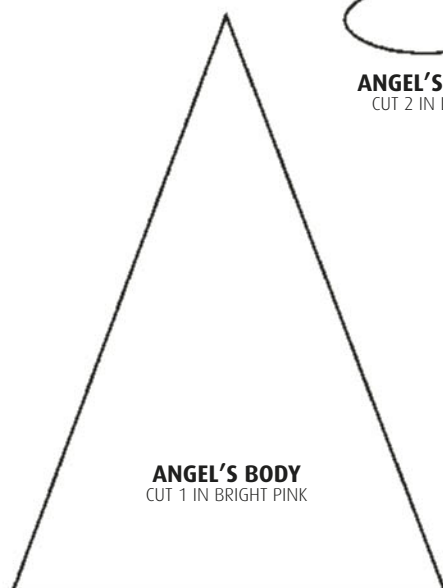
TREE SHAPES



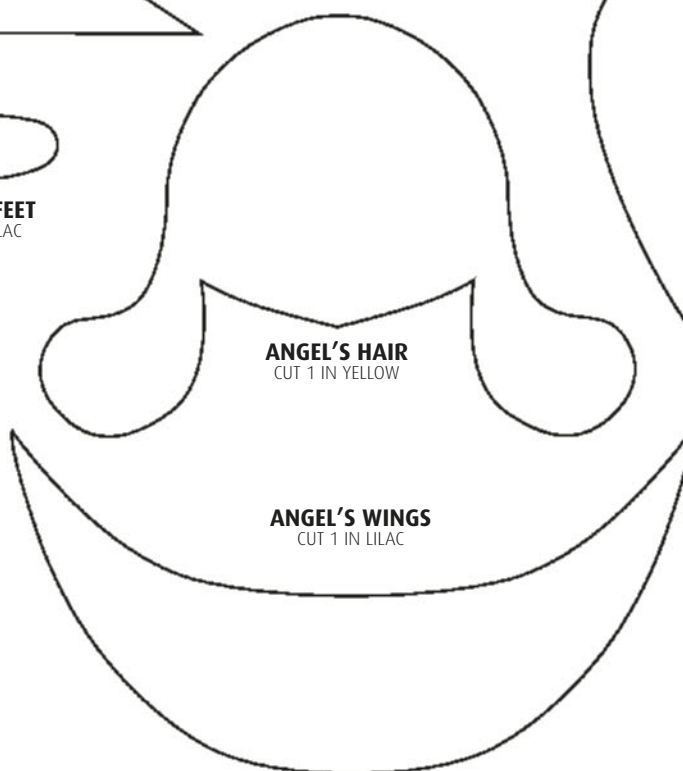
TREE POT
CUT 1 IN
DARK BROWN



ANGEL'S FEET
CUT 2 IN LILAC

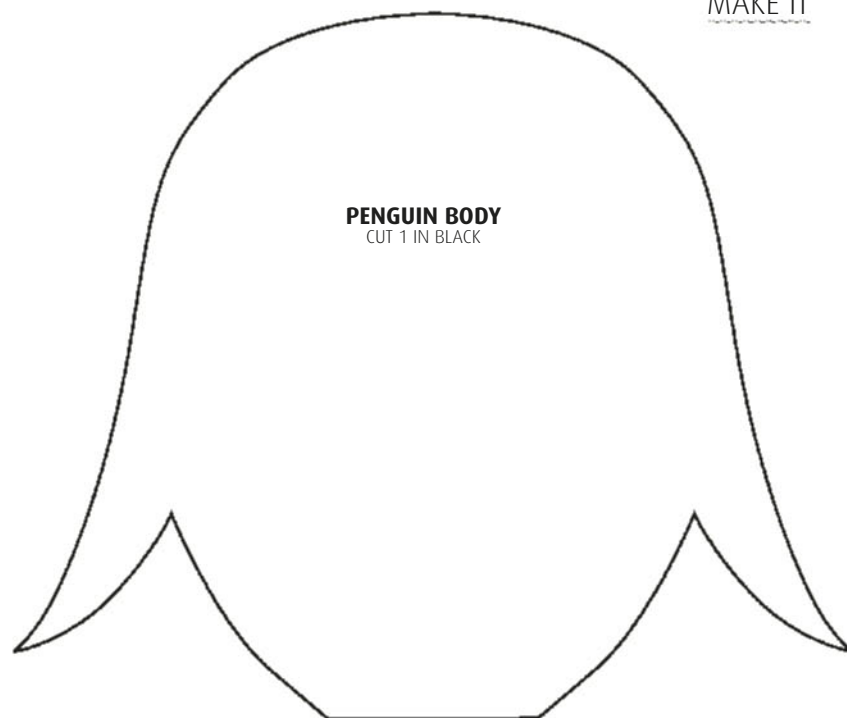


ANGEL'S BODY
CUT 1 IN BRIGHT PINK



ANGEL'S HAIR
CUT 1 IN YELLOW

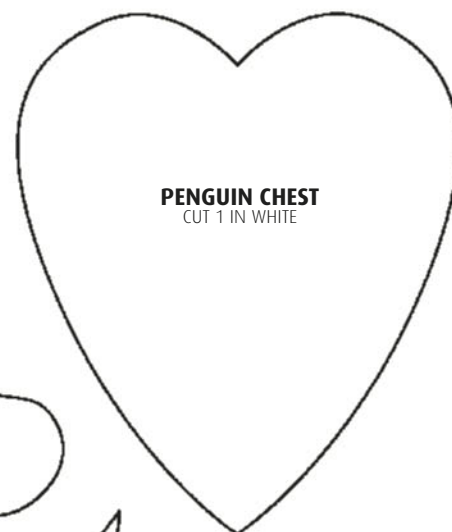
ANGEL'S WINGS
CUT 1 IN LILAC



PENGUIN BODY
CUT 1 IN BLACK



PENGUIN HAT
CUT 1 IN RED



PENGUIN CHEST
CUT 1 IN WHITE



PENGUIN FEET
CUT 2 IN YELLOW

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Online loves

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



Bakes

- * Treat yourself to this bread hamper – eat with chunky soup for a real winter warmer.
- * **Sample Bread Box by Hobbs House Bakery**, £29.75 on noths.com



Fashion

- * Get your mitts on this unisex Fair Isle hat with funky bobble, for easy winter style.
- * **Fair Isle Ski Beanie Hat with Pom-Pom by Plexida**, £20.20 on etsy.com



Stocking filler

- * These pom-pom bag charms are bang on-trend and make perfect stocking fillers.
- * **Handcrafted Pom-Pom Bag Charms by Khush**, £4.50 on folksy.com



Home

- * This little lady in red dustpan will make the post-party clean-up a little easier to bear.
- * **Red Russian Dolly Dustpan and Brush**, £5.95 on dotcomgiftshop.com



Cute

- * This is the perfect card for cat lovers or people lacking in Christmas cheer!
- * **Ginger Cat Holiday Christmas Card by Jo Clark Design**, £2.50 on etsy.com



Accessory

- * Pin this brooch to a winter coat and send spirits soaring on a cold and dreary day.
- * **Handmade Wooden Kite Brooch by Lucie Ellen**, £11 on noths.com

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