



BROOKLYN TWEED

WE LOVE WOOL



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About Brooklyn Tweed

Portland, Oregon yarn and knitwear design company Brooklyn Tweed connects hand-knitters to their materials by creating timeless wool yarns and patterns that support textile production in the United States.

Brooklyn Tweed released our first yarn, Shelter, at nine hand-selected flagship locations in the United States in 2010. Today, online and with over 100 brick and mortar stockists worldwide, Brooklyn Tweed has grown into a standard-setting knitwear design house and maker of iconic breed-specific American wool yarns.

Each skein of Brooklyn Tweed yarn represents an American story. From family ranches in the West to historic New England mills, each skein supports domestic textile production, responsible labor practices, and sustainable environmental standards in the

United States. By sourcing American-grown wool and committing to domestic production, Brooklyn Tweed helps to revitalize the historic American textile industry.

With an extensive knitwear pattern library built from over a decade of partnerships with designers from all corners of the world, Brooklyn Tweed patterns are known for their enduring mix of classic and contemporary style, craftsmanship, and attention to detail.

Brooklyn Tweed's incredible journey is made possible day after day by an amazing community of customers and independent designers, dedicated supply chain partners, and a talented core team.

To all of you - a heartfelt THANK YOU!

OUR FOUNDER

Jared Flood is an American knitwear designer, photographer, and the founder and creative director of the design house and yarn manufacturer Brooklyn Tweed.

Jared founded Brooklyn Tweed as a knitting blog in 2005. Five years later while living in New York City, he expanded it into a yarn and slow fashion company with the goal of bringing awareness to a rapidly disappearing US textile industry. His commitment to sourcing high-quality, breed-specific wool from American ranchers to develop yarns that are scoured, dyed, and spun in the US remains a driving force behind Brooklyn Tweed's ethos and business model today.

Jared is a prominent figure among a new generation of independent knitwear designers who have successfully used original photography, digital publishing, online distribution, and social media to form a direct relationship with customers. His design work melds inspiration from historic textiles, architectural and interior design, urban street fashion, and regional hand-

knitting traditions from around the world. His imagery, both for Brooklyn Tweed and for other publishers, is often credited for its unique point of view, painterly sensibility, and playful attention to details.

In his role as Creative Director at Brooklyn Tweed, Jared has worked collaboratively with over 140 designers from around the world to publish more than 700 knitwear patterns under the Brooklyn Tweed brand. The design sensibility that Jared brings to Brooklyn Tweed has become synonymous with timeless quality and contemporary style, with a commitment to crafting patterns that are meticulously produced and a joy to knit and wear.

Jared moved the company from New York to his native Pacific Northwest in 2015 and Brooklyn Tweed now calls Portland, Oregon home. Embracing these coast-to-coast roots, Jared and his team work with US textile manufacturing partners across the country to create breed-specific wool yarns for passionate hand-knitters.





OUR MISSION

Brooklyn Tweed connects fiber artists to their materials by creating timeless wool and cotton yarns and hand-knitting patterns that support textile production in the USA.

At Brooklyn Tweed we are passionate about natural fibers, knitting, and design. We develop and manufacture breed-specific yarns that highlight the unique stories of our hard-working domestic partners. This means designing, sourcing, dyeing, and spinning our yarns 100% within the USA and welcoming the knitter along on the journey from sheep to skein.

OUR VALUES

TRACEABILITY & TRANSPARENCY

Each of our products is traceable to its origins, with transparency in sourcing and production through every step along the way. To help foster an ethos of accountability and responsibility within our industry, we share with customers and business associates a map with all the names of our supply chain partners. What most consider proprietary information we consider shared resources.

SUSTAINABILITY

We are committed to ethical sourcing of our raw materials as well as sustainable production practices throughout the supply chains for our products.

COMMUNITY ENGAGEMENT

We aim to support and empower our employees, business and supply chain partners, and customers. Brooklyn Tweed is proud to be part of a community that chooses care and connection through craft at every turn. Together, we have the ability to change the world — one stitch at a time.

EQUITY & INCLUSION

Brooklyn Tweed is committed to equity and inclusivity in all aspects of our business. We aim to purposefully represent the diversity of age, color, gender, ethnicity, size, and skills within the fiber arts community.

QUALITY & UNIQUE PRODUCTS

We believe in excellence in all things in our work and lives, and that extends to the exceptional quality of our products. We work to deliver products that are unique and exciting to our customers.



MIKE DAIRY

Controller

MITCH SIEH

Wholesale

JARED FLOOD

*Founder, Co-Owner,
Creative Director*

KEL MOORE

Marketing

MAGGIE MILLER

Yarn Production

LUIGI BOCCIA

*Co-Owner,
Business Development*



EMILY WILLIAMS

Operations

MARY WEAVER

Pattern Experience

LIS SMITH

Design Coordination

KATHRYN HENDRIX

Fulfillment & Customer Service

ALYSIA MOJICA

Graphic Design

OUR TEAM

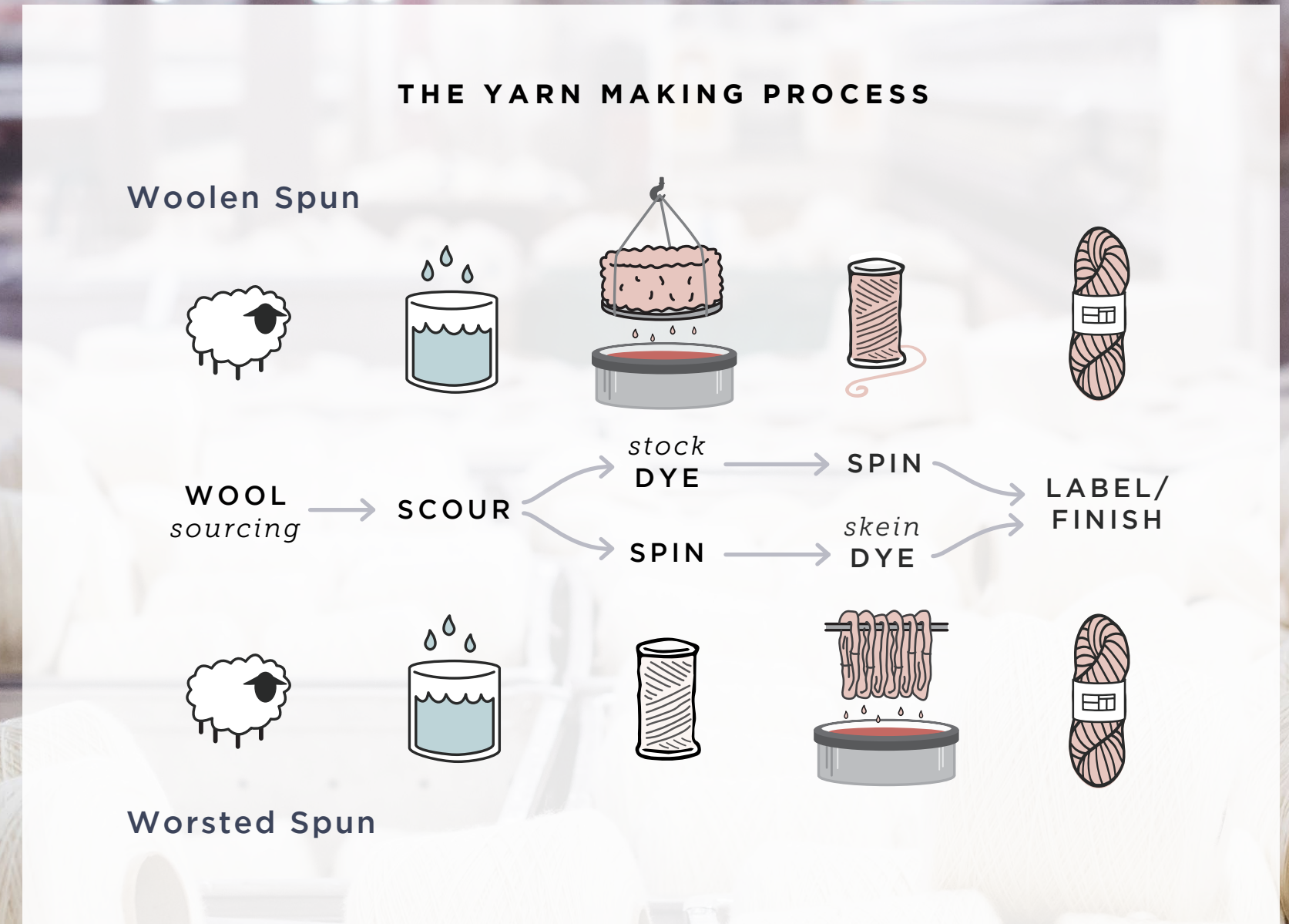
Our small team is passionate about wool and yarn, and is made up of individuals who bring unique professional backgrounds, lived experiences, and strengths. We are all makers, and understand deeply what it means to create and share our passion with our community.

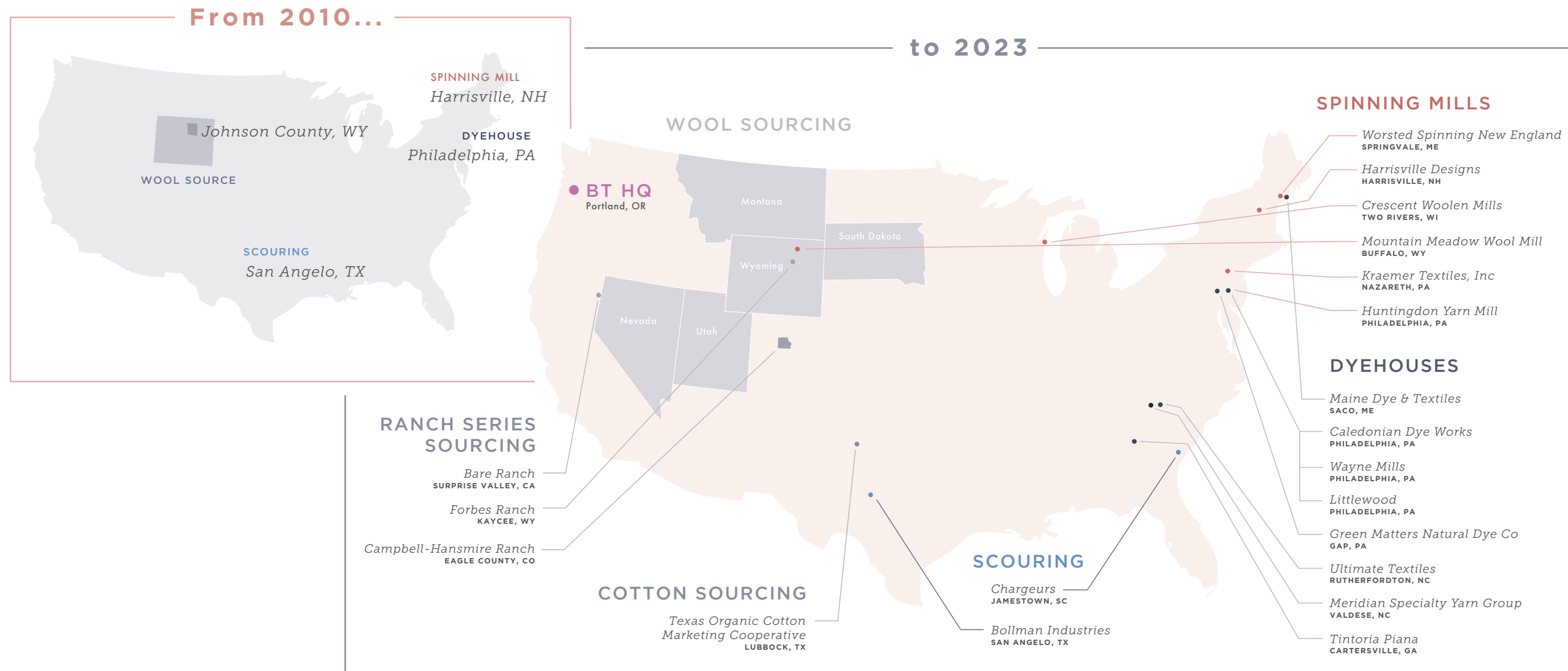


From Range to Skein

Selecting top-quality fleeces from specific American breeds allows us to develop distinctive and consistent yarns. We design yarns using wool from Columbia, Merino, Rambouillet, Targhee, and Targhee-Columbia sheep, which are well suited to the environments of the American West and beloved by fiber enthusiasts for their soft and lively fleeces. Limited-edition yarn collaborations allow us to work with outstanding small producers to bring extraordinary single-batch yarns to market.

When you hold a hank of Brooklyn Tweed wool, you're holding an American story. From family ranches on the plains and mountains of the West to New England mills that have operated for generations, our yarn's journey to your needles helps to sustain historic industries, responsible labor practices, and high environmental standards.





2010-2023: 13 YEARS OF DOMESTIC SUPPLY CHAIN BUILDING

Jared Flood founded Brooklyn Tweed to bring American-made wool yarns to hand-knitters. Our yarns highlight the unique stories of our hard-working domestic partners by designing, sourcing, dyeing, and spinning our yarns 100% within the USA. The support of our diverse, compassionate community of makers enables Brooklyn Tweed to enrich local fiber economies, fund domestic industries, and fortify American supply chains. These values are as fundamental to the Brooklyn Tweed team now as they were when we released our very first yarn, Shelter, in 2010.

Building strong connections with partners in the industry ensures a steady supply of breed-specific wool. Fiber qualities like crimp, micron count, and staple length suggest each fleece’s potential use, and we design our yarns to show those specific properties to best advantage, with an eye to traceability, reproducibility, supporting domestic textile mills, and most importantly, providing a meaningful experience to the hand-knitter.



A Yarn for Every Purpose

We find joy in collaborating with venerable companies and with new partners, always aiming to create unique yarns that sing with breed-specific character and invite knitters into a more thoughtful relationship with their materials. Our line of core yarns supports a boundless variety of projects and knitterly preferences.

Each new Brooklyn Tweed yarn grows from dream to reality through months of developing prototypes with the mill and dyehouse – swatching, testing, and refining at every phase.

By creating both woolen- and worsted-spun yarns in a range of weights, we supply knitters with a full stable of options. The rustic hand and airy loft of our woolen-spun yarns knit up into warm, lightweight fabrics. Our smooth, even worsted-spun yarns offer great tensile strength and beautiful stitch definition. Knitting magic happens when the right yarn meets the right design. From lace shawls to cabled coats, our deep library of patterns offers an adventure for every knitter.

WOOLEN SPUN

Fleeces from flocks in the American West are gently scoured in San Angelo, Texas. In Harrisville, New Hampshire and Two Rivers, Wisconsin, the wool is carded into a cloud of criss crossing fibers that trap air inside, and then spun with just enough twist to hold them all together. Woolen-spun yarns are delicate and require a light touch during the knitting process, but gain strength as stitches lock together and cohere into an even fabric during finishing.



WORSTED SPUN

Wool for our worsted-spun yarns is scoured and combed into silky-smooth top in Jamestown, South Carolina. Then the fiber travels to Springvale, Maine or Nazareth, Pennsylvania for spinning at historic mills. With all the fibers neatly aligned, the wool is spun into round, smooth yarns with outstanding stitch definition and strength.



CORE YARNS

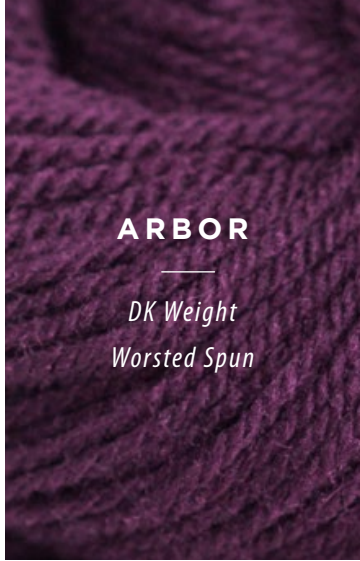
Brooklyn Tweed's first foray into yarn making began with the launch of Shelter in 2010. Since then, we've gone on to release fifteen more yarns. Our current lineup of core yarns includes Shelter, Loft, and Quarry in Targhee-Columbia wool from Wyoming, Arbor and Arbor Lodge in Targhee wool from Montana and South Dakota, Dapple in Merino wool from Colorado blended with organic cotton from Texas, Tones and Tones Light in Columbia wool from Wyoming, and Imbue Worsted in Merino from Nevada and Utah.



LOFT
Fingering Weight
Woolen Spun



TONES LIGHT
Fingering Weight
Woolen Spun



ARBOR
DK Weight
Worsted Spun



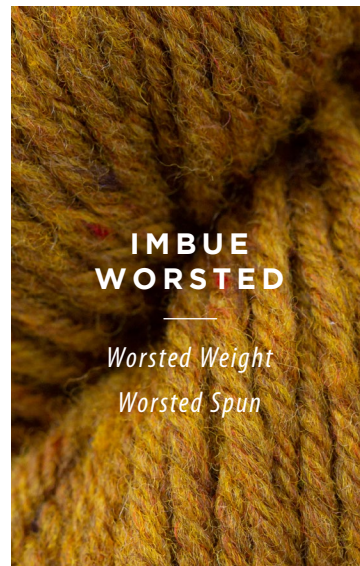
DAPPLE
DK Weight
Woolen Spun



SHELTER
Worsted Weight
Woolen Spun



TONES
Worsted Weight
Woolen Spun



**IMBUE
WORSTED**
Worsted Weight
Worsted Spun



QUARRY
Chunky Weight
Woolen Spun



ARBOR LODGE
Chunky Weight
Worsted Spun



RANCH 01
Worsted Weight/Worsted Spun
Rambouillet Wool from
Bare Ranch, California



RANCH 02
Worsted Weight/Woolen Spun
Rambouillet Wool from
Forbes Ranch, Wyoming



RANCH 03
Sport Weight/Worsted Spun
Merino Wool from Campbell-
Hansmire Ranch,
Colorado



PLAINS
Lace Weight/Worsted Spun
Rambouillet Wool from
Camino Ranch, Wyoming



**RE•PLY
RAMBOUILLET**
DK Weight/Worsted Spun
Rambouillet Wool
from Wyoming

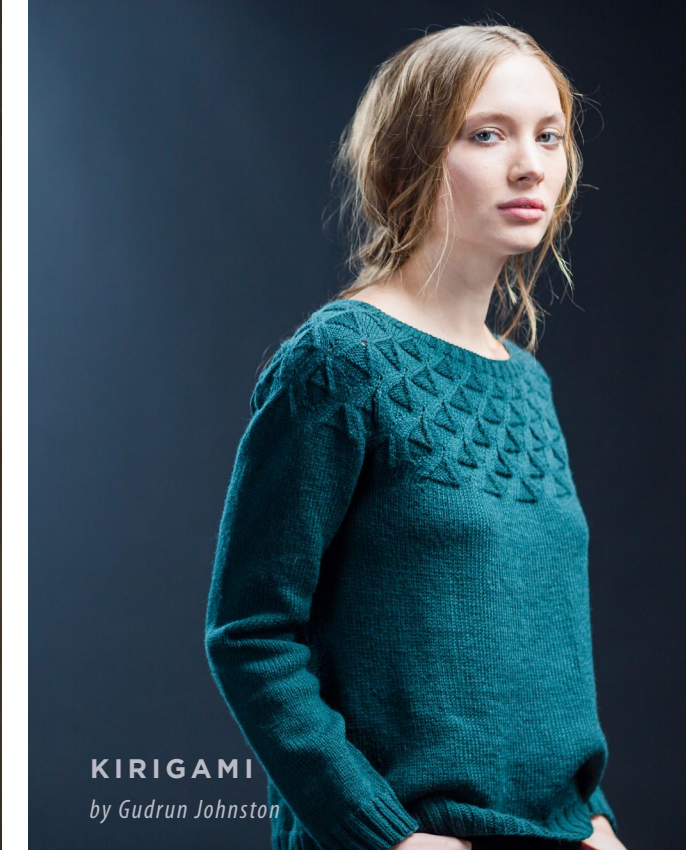
LIMITED EDITION

In addition to our core yarn lines, we also produce limited edition yarns and colorways using small-batch practices. This includes small runs of specialty spins as well as our Ranch series, which highlights wool from a single ranch and honors its rancher. These thoughtful ventures enable us to work with smaller ranches and single flocks to bridge the gap between maker and manufacturer.

Timeless Patterns

Brooklyn Tweed crafts our knitwear patterns with the same commitment to timeless quality that we apply to our yarns, publishing size-inclusive, stylish patterns for all shapes, identities, and skill levels. Our pattern catalog is backed by dedicated support staff to ensure that knitters can complete their projects with confidence.

We value clean, contemporary design, superior craftsmanship, and clear instructions that give knitters the opportunity to elevate their skills. Our designs explore the intersection of knitting traditions with current style and new techniques. Every pattern is rigorously edited and updated as necessary, with fair compensation to support the creative work of everyone involved in its production.





Education & Empowerment

Over the years we have created a library of text, photo, and video resources to educate and empower our customers. Our in-depth explorations of our yarns' journey from pasture to cast-on give our community free access to exclusive footage from our manufacturing partners' facilities, as well as delve into the breed characteristics and spinning methods that come together to make our yarns unique. Our knitting tutorials help customers learn about the techniques used in our patterns, giving them the tools to succeed and the confidence to make their projects their own.

Brooklyn Tweed for Indie Dyers

During our 13 years of creating American-made yarns, we've seen manufacturing pressures rise and long-time production partners close. With access to unique, domestic yarns becoming increasingly limited, we're putting our experience to work for a new segment of our community by offering undyed Brooklyn Tweed yarn bases to independent dyers and fiber artists. Embracing a mindset of abundance and a joy in collaboration, we are proud to make high-quality, breed-specific yarns accessible at wholesale prices.





BROOKLYN TWEED

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