

# THE LOFT COLLECTION

fall/winter 11





## OUTPOST

It's the first day of November – the days are getting shorter and the temps are dropping (here in the city, we've already had our first snow). Our sweaters are once again within reaching distance in our homes and it's likely that you're spending the evening hours getting cozy with new knitting projects.

It's the perfect time of year to introduce you to *Loft* – the newest member of our BT yarn family. Late last Winter, we began our work developing another American-made yarn that we find truly unique, beautiful, and satisfying to knit with.

To celebrate the big launch, our design team has put together a special collection of knitwear to help acquaint you with our shiny new treasure.

Within the Look Book – our biggest one yet – you'll find plenty of lush photography showcasing both the designs and the yarn that inspired them. For extended pattern information, be sure to check the *Catalog* section located at the back of the book; here, we've provided easy access to all the links and details you'll need to get started on your next BT project.

All my very best,

  
Jared Flood



## MEET LOFT.

This Fall we're proud to introduce you to the second member of our American-made yarn family. *Loft* is a softspun 2-ply fingering weight yarn, made from the fleece of Wyoming-grown Targhee-Columbia sheep.

The graceful, svelte cousin of *Shelter* – our original worsted line – *Loft*, too, is grown, designed, and produced in America; we're proud to say that our wools are completely homegrown!

From the outset, our goal was to design an ideal lightweight wool yarn for handknitters that looks and feels special. A yarn whose gently-spun nature mimics the lightness and loft of handspun, and creates stunning fabrics for lace and colorwork.

Our relationship with the mill in Harrisville, NH has once again been instrumental in our ability to build (and then produce) the yarn we were dreaming of. The historic woolen-spinning methods employed at the mill yield a highly versatile yarn that can shift effortlessly between an astonishing number of fabric gauges.

But perhaps the most exciting news of all is the expansion of our color line, which has virtually doubled in size; it's enough to make any color-lover swoon with delight.

# INDULGE

## IN OUR NEW 32-COLOR PALETTE

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*Loft* features an expanded palette that delivers an additional 15 heathered blends to the existing 17 shades of our *Shelter* line. We've carefully formulated the new colors to enhance the range and luminosity of our woolly spectrum.

Each of our color blends is mixed from the same base of 11 dyed solids, allowing for an amazing cross-range coherence. These underlying color harmonies will delight you with their stunning (and often unexpected) combinations.

PUMPERNICKEL

METEORITE

TRUFFLE HUNT

STORMCLOUD

NEST

BARN OWL

Can't decide on just one color? Neither can we.  
Shade Cards are available for order – [click here](#).



## OUR TWIST ON TRADITIONAL

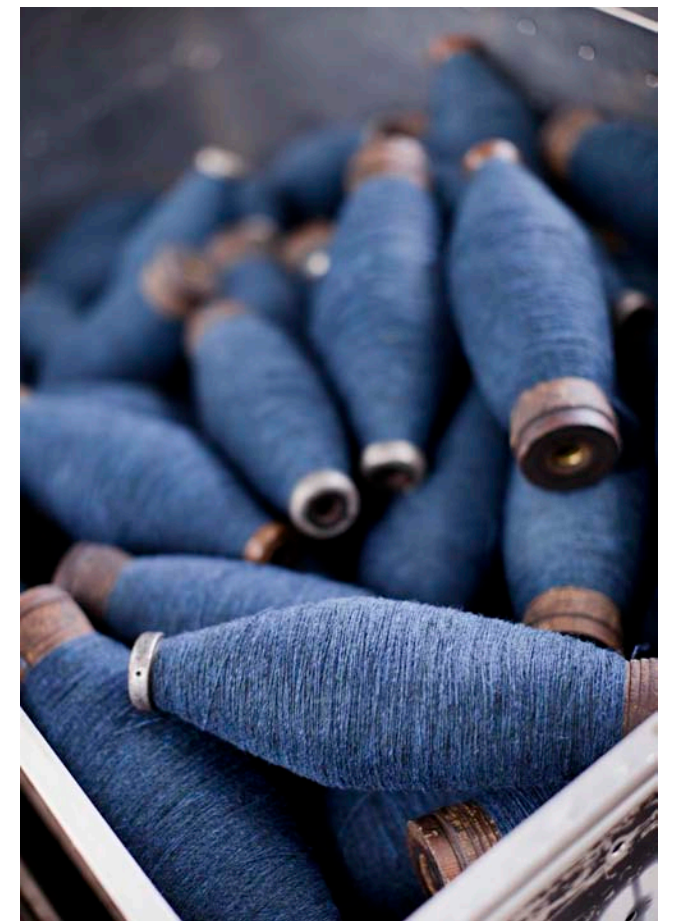
Loft's fluffy, woolen-spun construction makes soft, featherweight lace fabrics, or plush & warm colorwork.

Swatches shown in *Truffle Hunt* & *Foothills*. At right: Jared's "Leaves of Grass Shawl", knit with *Fauna*.



spun in historic  
**HARRISVILLE, NH**

Harrisville is the only 19<sup>th</sup> Century US industrial community that still survives in its original form today. Woolen yarns for weaving and needlework have been spun here since 1794.



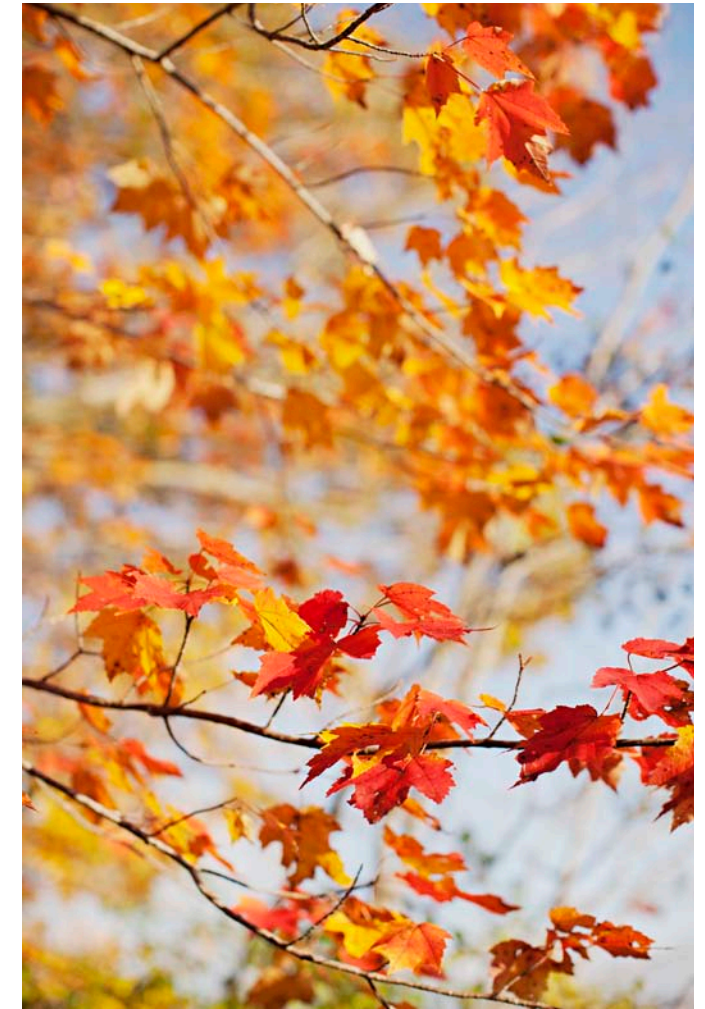
# AUTUMN in NEW ENGLAND

We shot the *Loft Collection* on location in the woods and fields surrounding Harrisville in the midst of staggering Autumn colors.

Shooting the landscape here was a reminder of just how much our heathered blends are inspired by the very colors found in their own back yard.

Our *Color Stories* explore some of these inspirations.





above left: cracking red paint on a harrisville barn. above right: fall leaves at sunset. far left: yarn colors *homemade jam*, *camper*, *long johns*, *wool socks*, *embers*, *hayloft*, *sap & fauna*.





**COLOR STORY**

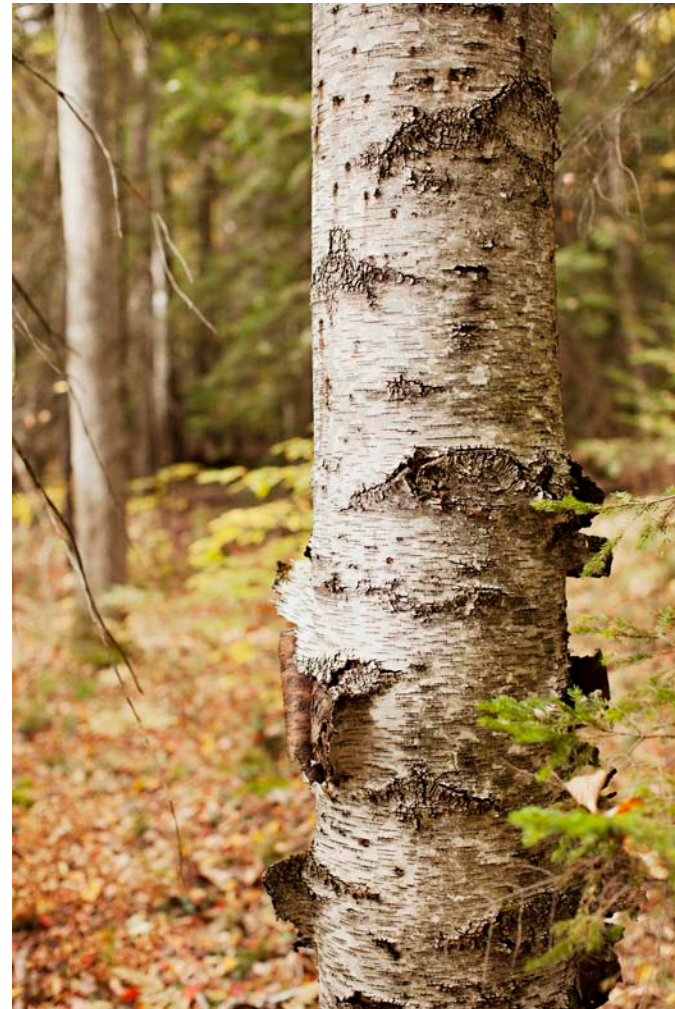
above left: mossy rocks in harrisville. above right: american sheep grazing among colored leaves. far right: yarn colors fauna, tent, birdbook, artifact & button jar.

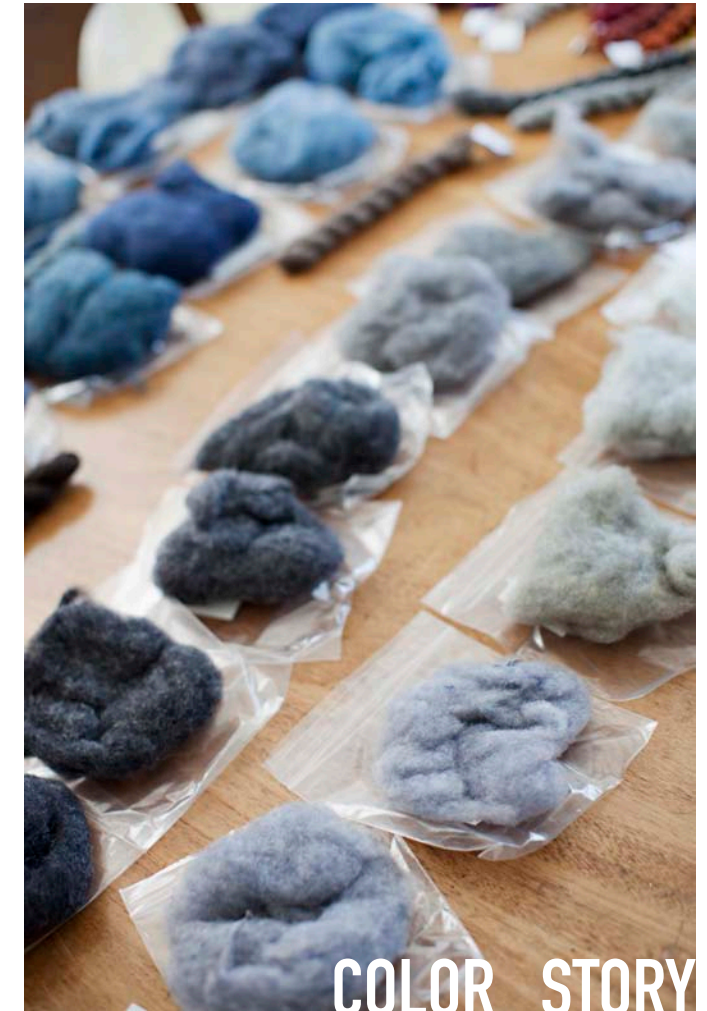




## COLOR STORY

above: yarn colors *pumpnickel*, *meteorite*, *truffle hunt*, *stormcloud*, *nest*, *barn owl* & *woodsmoke* hanging on a line. opposite left: peeling birch trees. opposite right: a neat pile of freshly chopped firewood in a harrisville home.





## COLOR STORY

We think details are important when developing color blends, so we run a significant number of nuanced test batches during the process.

For each shade that makes it into our final palette, there will be 6 to 15 variations that don't make the cut.

Though the job of choosing the one that is *just* right can sometimes feel impossible ("we want them all!"), we consider this one of the most sacred stages of our development process.

4	5	#6	THI
6	6	8	BLA
14	14	12	OR
40	44	56	WHIT
40	56	22	GRY



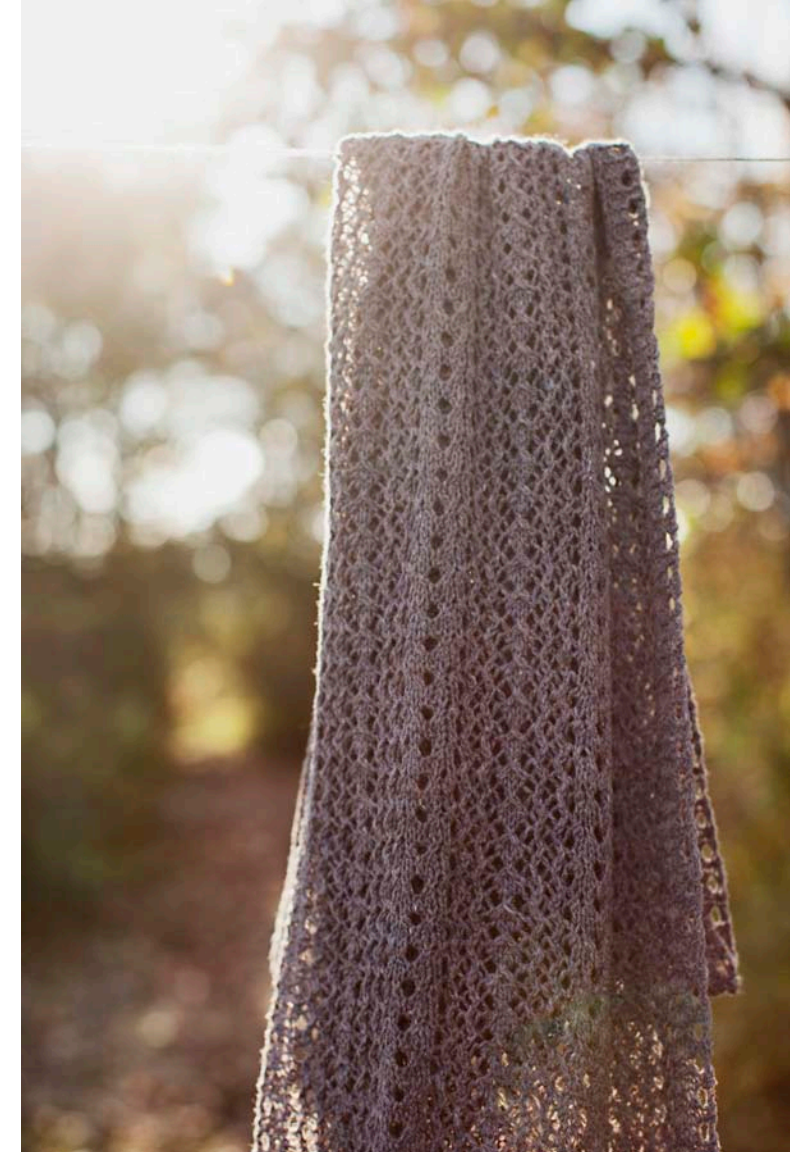
The  
**COLLECTION**





# LACE IN THE WOODS

Airy, lightweight fabrics with generous size allow for many luxurious wraps. Lace scarves are a Fall wardrobe staple, and one of *Loft's* specialties.



**THAYER**

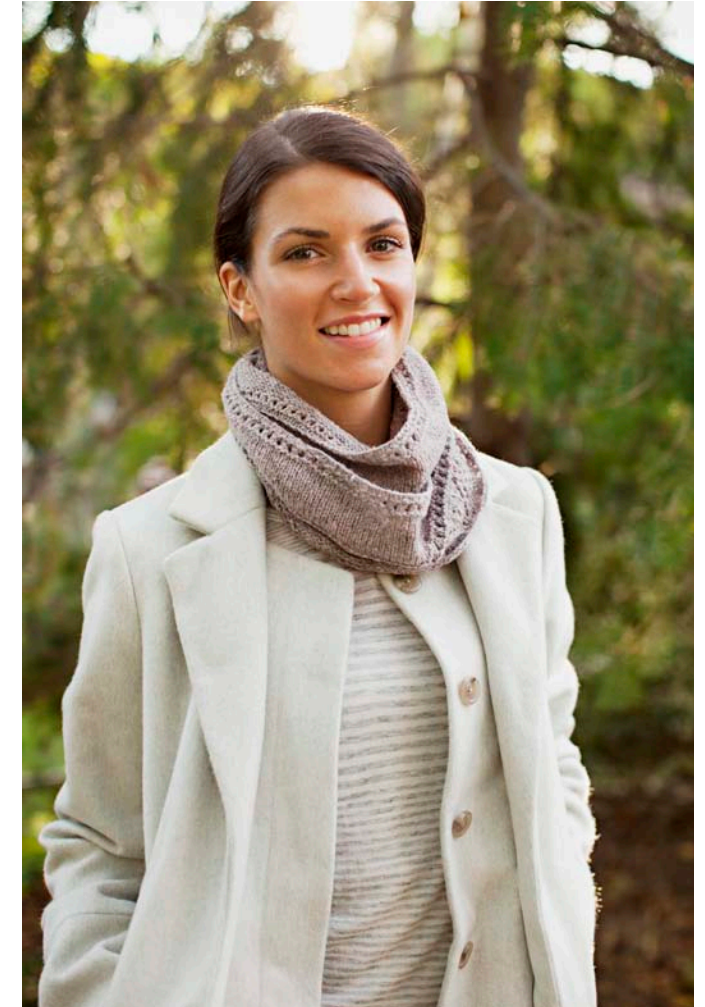
large scarf with generous drape, warm and very light, three lengths provided, double eyelet border, shetland knitted lace motifs, end-to-end construction; shown in *stormcloud*

design by Leila Raabe

PEI

lightweight infinity scarf, gently scalloped lace border, textured eyelet detailing, knit sideways, nupps, double wrap for cowl fit, one-skein project; shown in *postcard*

design by Michele Wang





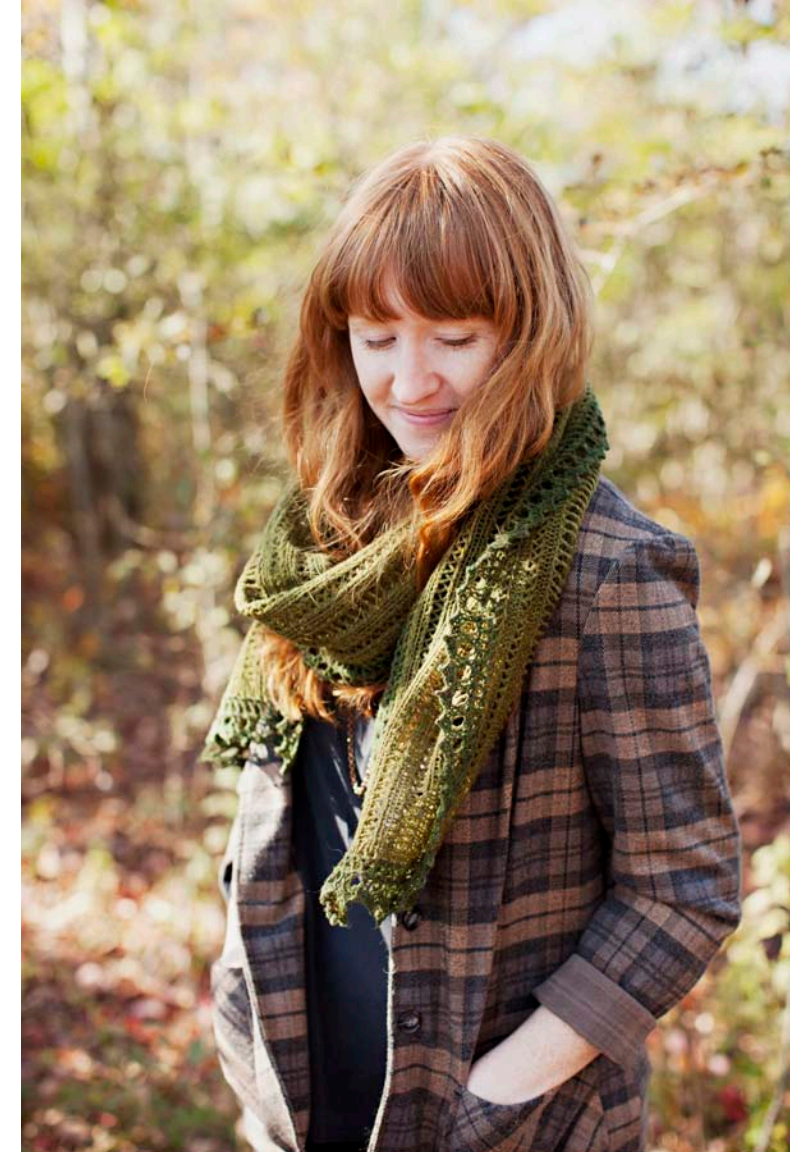
**WEXFORD**

lace scarf with geometric x's and diamond patterning, end-to-end construction, optional bobble texture, garter-eyelet border pattern; shown in *snowbound*

design by Leila Raabe







**FARTHING**

simple lace scarf with contrasting edging detail, eyelet columned center panel, double eyelet border, two sizes provided, great project for new lace knitters; shown in *nest/long johns* (small) & *tent/birdbook* (large)

design by Jared Flood



## MITTEN WEATHER

This season, dress your hands in one of our cozy stranded mitten sets. Each member of our design team has created an original pair to help reacquaint you with the entrancing rhythm of colorwork.



**PARSON**

stranded colorwork mittens, geometric motifs, double-sided patterning, ribbed cuff, contrasting cast-on detail, "capped" thumb; shown in *soot & snowbound*

design by Michele Wang

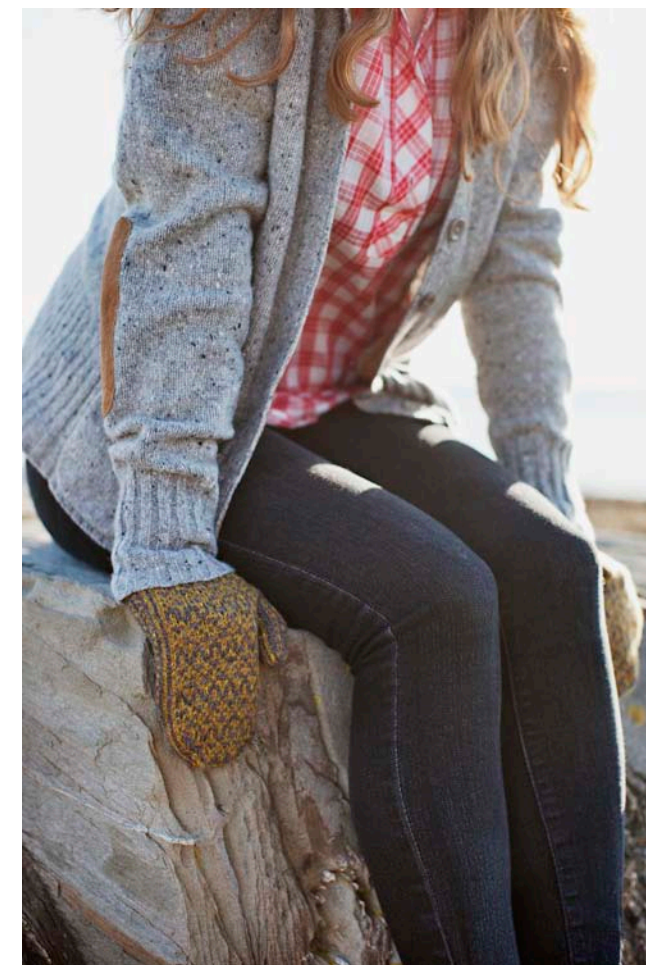


**BURNHAM**

double-sided colorwork mitten, 2x2 ribbed cuff with braided detail; shown in *meteorite & woodsmoke*

design by Leila Raabe





**CARLISLE**

allover geometric patterning, 2x2 ribbed cuff with contrasting tubular cast on detail, condensed norwegian 'lice' pattern on palm, gored thumb; shown in *hayloft* & *truffle hunt*

design by Jared Flood



# NEW HEIRLOOMS

Three epic lace shawls to keep you company all Winter long



**PERMAFROST**

circular lace shawl, estonian & shetland motifs, spoke shaping, worked in the round, center-out construction, knitted-on edging, nupps; shown in *foothills*

design by Jared Flood





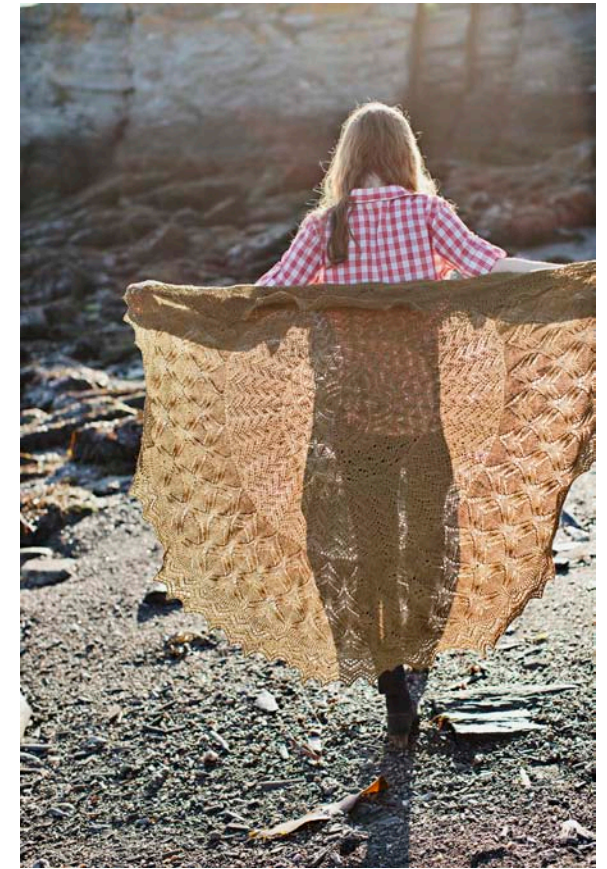
**SPIRE**

large square shawl, shetland knitted lace motifs,  
worked in the round, center -out construction,  
knitted-on edging; shown in *old world*

design by Leila Raabe



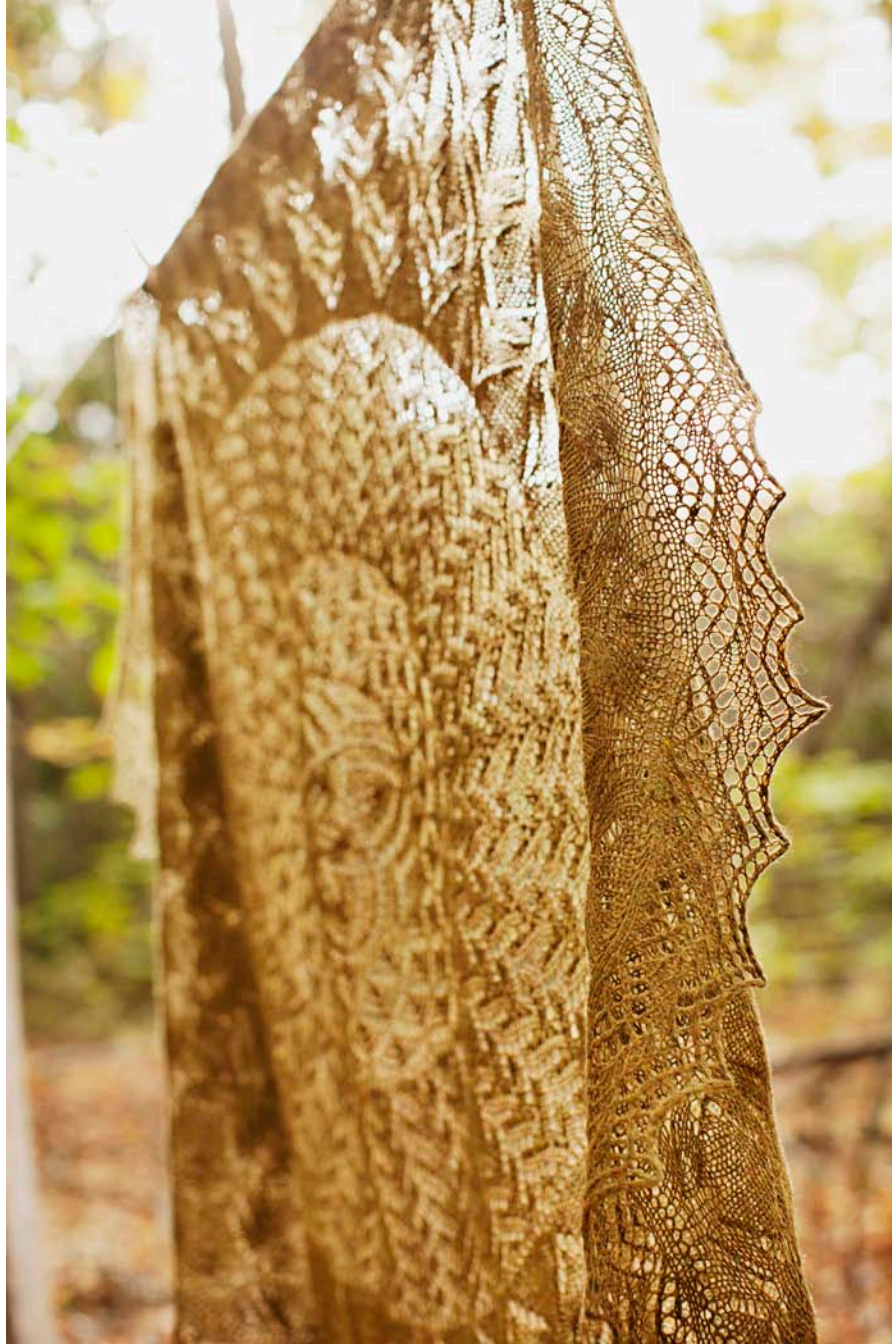




**LEAVES OF GRASS**

circular lace shawl, center-out construction, knitted-on edging, pi shawl shaping (zimmermann), plant-inspired motifs; shown in *fauna*

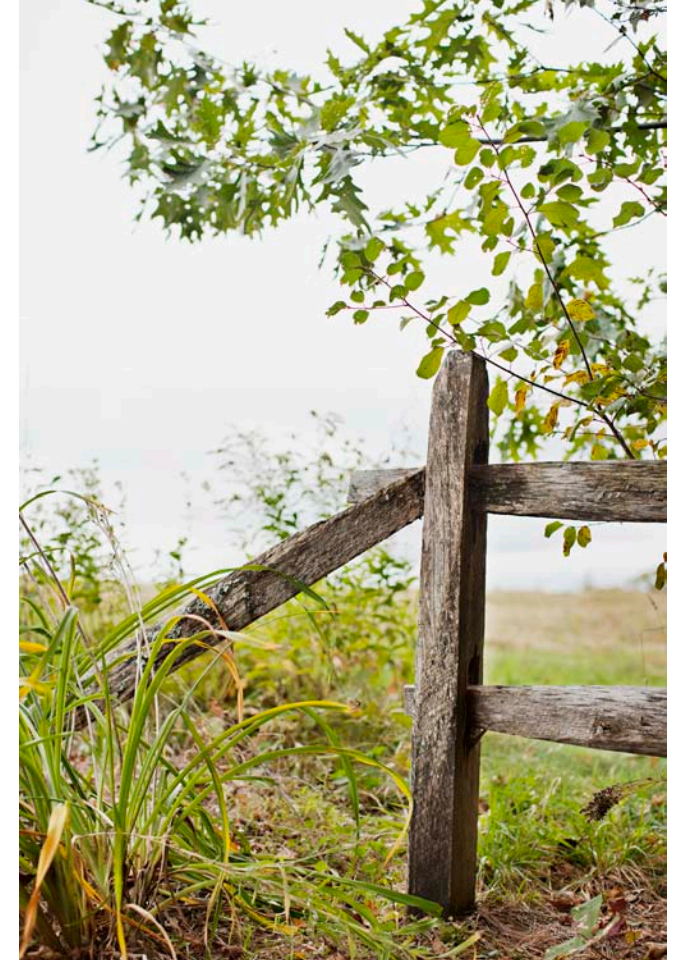
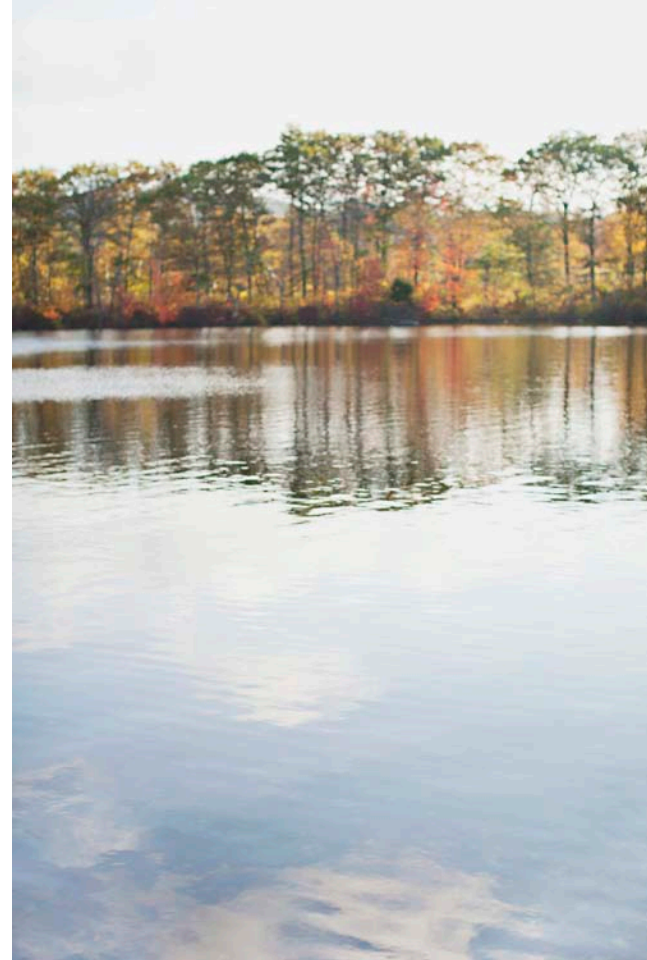
design by Jared Flood





# EXPLORING TEXTURE

Four designs with delicately textured fabrics





**STONECROP**  
large garter stitch scarf/stole, knit-in lace edging, shetland rose motifs, soft and squishy, two sizes provided; shown in *truffle hunt*

design by Jared Flood

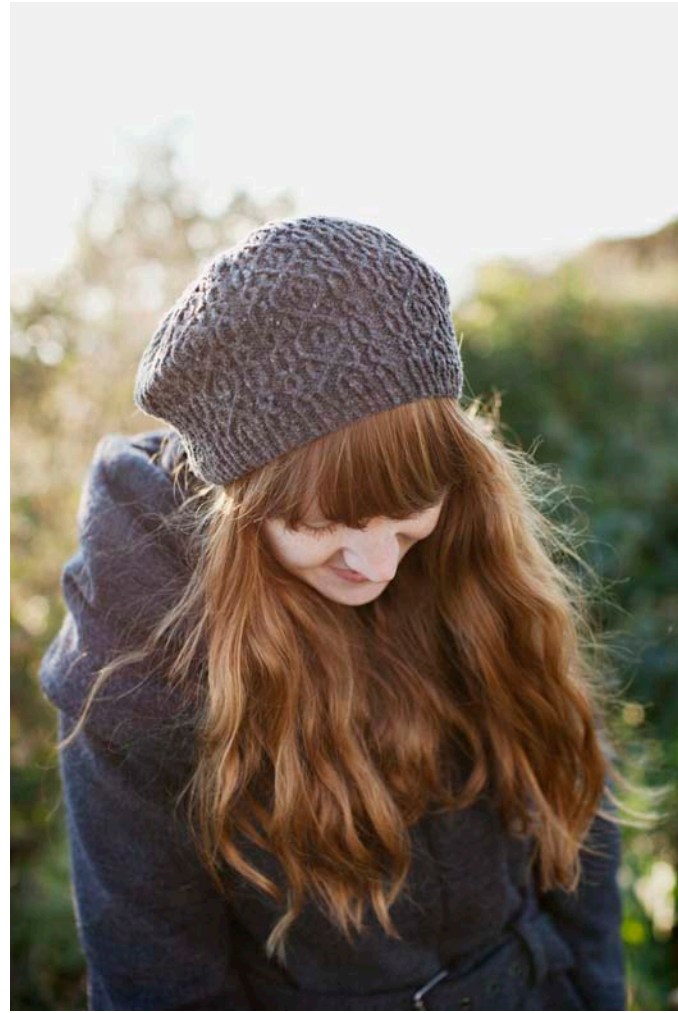


**JAFFREY CAP**

bavarian twisted stitches, allover cable patterning, integrated crown shaping, snug fit, see companion design on the following page; shown in *barn owl*

design by Michele Wang





**JAFFREY TAM**  
companion design to the jaffrey cap (previous page),  
lightweight, slouchy fit; shown in *truffle hunt*

design by Michele Wang

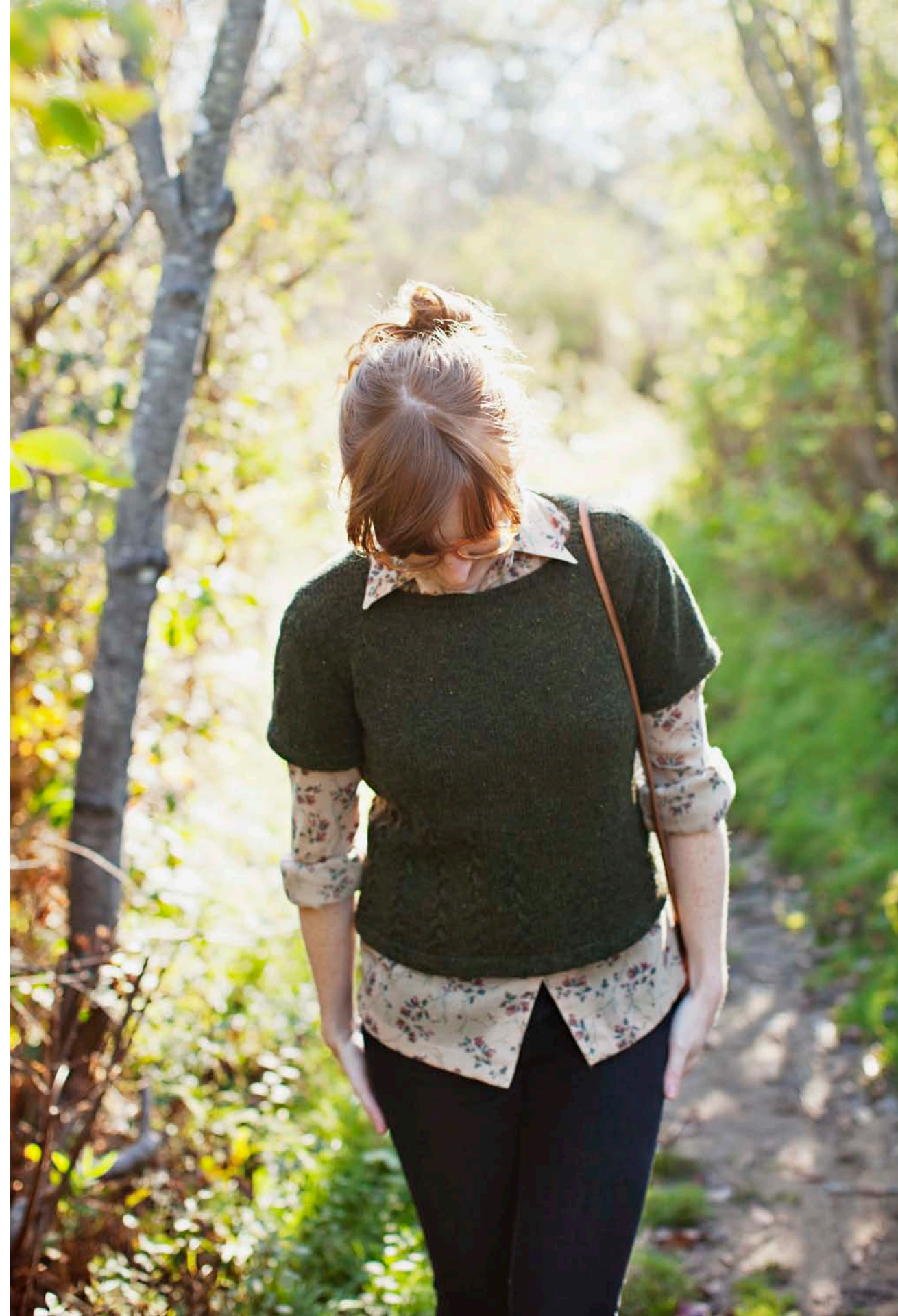


**SAKURA**

triangular shawl, textured lace motifs, top down construction;  
shown in *blanket fort*

design by Leila Raabe





**EDIE**  
lightweight knitted tee, short sleeves, turned hems,  
asymmetric cable detailing on front and back, wide crew neck;  
shown in *artifact*

design by Michele Wang



- 1 HOMEMADE JAM
- 2 LONG JOHNS
- 3 CAMPER
- 4 WOOL SOCKS
- 5 EMBERS
- 6 HAYLOFT
- 7 SAP
- 8 FAUNA
- 9 FOOTHILLS
- 10 TENT
- 11 BIRDBOOK
- 12 BUTTON JAR
- 13 ARTIFACT
- 14 FADED QUILT
- 15 STORMCLOUD
- 16 ALMANAC
- 17 OLD WORLD
- 18 THISTLE
- 19 PLUME
- 20 BLANKET FORT
- 21 POSTCARD
- 22 FOSSIL
- 23 WOODSMOKE
- 24 BARN OWL
- 25 NEST
- 26 TRUFFLE HUNT
- 27 METEORITE
- 28 PUMPERNICKEL
- 29 CAST IRON
- 30 SOOT
- 31 SWEATSHIRT
- 32 SNOWBOUND



# LOFT

**AMERICAN WOOL YARN**  
fingering weight

275 yards per 50 gram skein  
gauge range 6-8 spi (single color fabrics)  
needle range us 0-6  
\$14.50

[CLICK HERE TO PURCHASE LOFT ONLINE](#)

# CATALOG

Click on any image to purchase the pattern online.



## THAYER

13½" wide, 73 (87, 102)" long  
550 (725, 815) yards / 2 (3, 3) skeins  
\$6.00 digital download



## PEI

43½" circumference, 5½" wide  
225 yards / 1 skein  
\$5.50 digital download



## WEXFORD

13½" wide, 78" long  
725 yards / 3 skeins  
\$6.00 digital download



## CARLISLE

7½" hand circumference; 9¼" length  
1 skein each in two colors  
\$5.50 digital download



## PERMAFROST

58" diameter after blocking  
1300 yards / 5 skeins  
\$6.50 digital download



## SPIRE

53" square; relaxed after blocking  
1600 yards / 6 skeins  
\$6.50 digital download



## FARTHING

9½ (12½)" wide; 63 (73)" long  
2 skeins of MC, 1 skein of CC  
\$6.00 digital download



## PARSON

7¼" hand circumference; 9" length  
1 skein each in two colors  
\$5.50 digital download



## BURNHAM

7½" hand circumference; 9¾" length  
1 skein each in two colors  
\$5.50 digital download



## LEAVES of GRASS

54" diameter after blocking  
1375 yards / 5 skeins  
\$6.50 digital download



## STONECROP

16" wide; 74 (95)" long  
875 (1100) yards / 4 skeins  
\$6.00 digital download



## JAFFREY CAP

To fit adult head sizes 20-24"  
150 yards / 1 skein  
\$6.00 digital download



**JAFFREY TAM**

To fit adult head sizes 20-24"  
270 yards / 1 skein  
\$6.00 digital download



**SAKURA**

60" wingspan, 29" height at spine  
740 yards / 3 skeins  
\$6.00 digital download



**EDIE**

31¼ (34¾, 38, 41¼, 44¾, 48)"  
Suggested ease: +½-2"  
805 (870, 1005, 1095, 1255, 1355) yards  
\$6.50 digital download

# MEET THE DESIGN TEAM

(and our favorite Loft colors)



**MICHELE WANG**

Michele's monogamous love of the color wheel's more subtle tones has found good company at Brooklyn Tweed. At home in New York City, Michele is often found swatching her newest knitting idea, keeping a watchful eye on her wool-eating pug, or convincing her husband and friends that her spinning wheel is valid cardio equipment.

When asked what her favorite color of *Loft* is, she answered quite decidedly, "Cast Iron."

Contact Michele by e-mail at: [michele@brooklyntweed.net](mailto:michele@brooklyntweed.net)



**LEILA RAABE**

Alongside her contributions to our design team, Leila works full-time in the offices at Brooklyn Tweed HQ. She currently lives in Connecticut, where she has been patiently waiting for the return of Fall and Winter (as she does every year) by building up a serious collection of wool pieces.

When asked to pick her most adored *Loft* color for this piece, she said: "Meteorite... this week. Probably *Barn Owl* next week. But *Blanket Fort* still wins as my favorite color name."

Contact Leila by e-mail at: [leila@brooklyntweed.net](mailto:leila@brooklyntweed.net)



**JARED FLOOD**

A self-professed lover of "wool-colored" things, the *Loft* palette has gotten Jared excited about playing with colors other than grey and brown! When he's not working with his team, he's often found experimenting in the kitchen, or listening to jazz while deconstructing the architecture of stitch patterns.

Presently, he just can't keep his hands off of *Fauna*. "It's a chameleon – it looks green next to orange tones, and orange next to green ones. What's not to love?"

Contact Jared by e-mail at: [jared@brooklyntweed.net](mailto:jared@brooklyntweed.net)



## ACKNOWLEDGMENTS

We'd like to thank all the people that were a part of making this collection happen.

To our wonderful test & sample knitters, for their talent and diligence: Melissa Carpenter, Jennifer Coard, Christine Craig, Elaine Dionesotes, Roseann Mauroni, Larisa Phipps, & Melissa Walters

To our models Mandy, Nick & Maria for letting us drag you around the woods.

To our tech editors Robin Melanson, Larisa Phipps & Mari Tobita for your brilliance.

Photography: Jared Flood

Styling: Jared Flood, Leila Raabe, Mandy Wheeler