



Astute Knitters Assiduously Avoid the “Sweater Curse”
Opting for Men’s Accessory Kits – Appealing at 20% Off – this Valentine’s Day
James Cox Knits Includes Gift Card Options Ranging from \$30-\$400

January 10, 2016 – LOS ANGELES –Taking the stress out of a Valentine’s Day knitting decision and superstition nationwide, [James Cox Knits](http://www.jamescoxknits.com), the recently launched men’s knitting kit brand, makes it easy for knitters to break the “sweater curse” with an enticing 20% off of accessory kits that can be purchased and quickly knit in time for February 14th gift-giving. Featuring sophisticated and stylish handcrafted knitwear designs for men, James Cox Knits also offers a gift card in denominations of \$30-\$400.

Acknowledging the legendary “sweater curse” whereby giftees break up with gifters after receiving a hand-knitted sweater -- or even in the time it takes to be created -- James Cox Knits suggests a happy antidote: accessories that require a lighter dose of TLM (time, love, money) to create. Founded on classic ideas interpreted in contemporary terms, James Cox Knits features a selection of styles that elevates the category of handmade men’s knitting. The knitting



kits make a great gift for the growing number of men who knit and for women who knit for the men in their lives.



In addition to six (presently unmentionable!) sweater styles, James Cox Knits offers a versatile array of five accessories, including Bobby Gym Socks (pictured), Jim Reversible Hat/Ear Warmer, and Warren Two-Tone Tie (pictured). Kits are available at www.jamescoxknits.com which also features useful knitting tips and an insightful blog. Each knitting kit comes in a branded backpack project bag and features easy-to-follow patterns sure to appeal to beginner, intermediate and experienced knitters alike.

James Cox Knits is dedicated to helping knitters create unique items with exceptional fit and professional finishes. The company’s website includes guides that help the knitter tailor patterns for custom or refined sizing and exact proportions.

Most appealing to knitters and men who wear knitwear is the contemporary creative strategy that defines the James Cox brand. In addition to offering appealing patterns, the kits contain premier fibers from companies as diverse as small, locally discovered ones to hand-crafted yarns from as far away as Inner Mongolia. James Cox Knits is growing its community on Facebook at [JamesCoxKnits](https://www.facebook.com/JamesCoxKnits).



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