

For media inquiries:
Libby Butler-Gluck
libby@jimmybeanswool.com
(213) 925-9690



It's March Madness at Madelinetosh

Fort Worth, TX - (March 30, 2020) Madelinetosh, a producer of hand-dyed luxury yarn springs forward with the announcement of two influencer Knit-A-Long (KAL) collaborations, the launch of the 'LYS Exclusive Color Palette', a mini-collection of spring-inspired colored yarns, and a how-to-finger knit kit (free for the first 100 households) for the kids. In the wake of the COVID-19 disruption, Madelinetosh has quickly pivoted its business strategy to comfort and support customers and LYS (Local Yarn Shop) partners.

Laura Zander, CEO of Madelinetosh adds, "We pretty much have been brought to our knees with the situation at hand. It's been a rough couple of weeks but we will continue to dye yarn, collaborate with our friends and support the LYS community the best we can. We are truly in this together and we will continue to do what we can to bring a little happiness to our maker community"



GG modeling the GG Loves Orange Poncho



Louis Boria of Brooklyn Boy Knits

There's a whole lot of love, orange love, with the recent collaboration and launch of "GG Loves Orange" yarn with Gaye Glasspie, aka GGMadelt, knit influencer and everyone's knit BFF. Dyed up in Tosh Vintage, it's the perfect pop of sunny orange, worsted weight, 100% superwash merino. It only takes four skeins to knit up the Orange Love Poncho, a chic multi-wear poncho with simple cables and bobbles designed by Amy Gunderson. Coming off a successful soft launch at STITCHES West last month, GG kicked off her first-ever #GGOrangeLoveKal and will continue to host tutorials and meet-ups on 'GGMadelt' Instagram and Youtube.

Kicking off on April 25th, Louis Boria, aka Brooklyn Boy Knits will host a Birthday Party (his birthday is April 26th) Knit-A-Long of his own design, the Massallo Shawl. This beginner knit uses six shades of Tosh DK, featuring a simple repeating slip-stitch and stripe pattern. Louis will host a cast-on party on April 25th on You-Tube and will be checking in via his social media platforms to keep the engagement alive.

To give LYS a little boost of yarn, Madelinetosh has dyed up a collection of the prettiest hand dyed Spring colors in MT HOME, a soft chunky 100% superwash merino. The four yarn collection of fresh greens, yellows and grey/blues will be available at select LYS across the country. A small selection of crochet patterns by Toni at TLCrafts to complement these gorgeous yarns.

To round out March offerings, a little something for the kids. Madelinetosh is offering an adorable how to finger knit kit. The kit comes with one mystery color skein in chunky MT HOME yarn, two finger knit patterns by Vickie Howell, author of Finger Knitting Fun and How to Finger Knit tutorial by Vickie Howell. GG Loves Orange yarn and Brooklyn Boy Massalo Shawl Kits are available at www.Madelinetosh.com and www.JimmyBeansWool.com

Orange Love Poncho and Massallo Shawl is available at www.Ravelry.com

Fingerknit Kits, Patterns and Video Tutorial by Vickie Howell is available at www.Madelinetosh.com



*Snuggly Snakes Finger Knitting Pattern
by Vickie Howell*



LYS Exclusive Color Palette

About Madelinetosh: Founded in 2006, Madelinetosh, affectionately known as Mad | Tosh, found its humble beginnings in the form of an Etsy shop based in Fort Worth, Texas. Fast forward to today, the brand has grown into a team of more than 40 creatives, dyers, and yarn experts with a passion for color, selling direct to customers and to local yarn shops around the world. In the Fall of 2019, the Mad | Tosh team was welcomed into the Jimmy Beans family, led by the visionary Laura Zander and her animal-loving husband, Doug. Since then, Laura and her team have been charged with preserving the Mad | Tosh legacy so many (including herself) fell in love with from the very beginning – a legacy of decadent yarns, innovative dyeing methods, and original uses of color.