

collection

Wool and the Gang Spring/Summer 2012: Knits You Can Wear When It's Warm

By DHANI MAU Tuesday, Dec 13, 2011 / 5:15 PM



Wool and baby alpaca may not be the first fabrics you think of when dressing for spring and summer, but Wool and the Gang's latest collection may change the way you think about warm weather fabrics. Jade Harwood and Aurelie Popper, co-founders of the all-encompassing knitwear label—they even sell yarn and knitting kits—have risen to the challenge of creating a collection of knits that you can wear in the warm months without looking or feeling like a crazy person. We recently stopped by their Soho store to meet the girls and find out how.

They've done this by using lighter fabrics like pima cotton, spring-y colors like pink and yellow and expanding into playful accessories like handbags and headbands. There's even a pima cotton bra that would look perfect peaking through a wide-knit sweater or a tank with wide armholes. There are also pieces that would work perfectly as beach cover-ups or for chilly evenings.

Jade and Aurelie's foray into accessories is one of many markers of their relatively young brand's success. This year they were chosen as one of Gen Art's "Fresh Faces in Fashion" and showed on a runway for the first time. They said that gave them the opportunity increase brand awareness and to be recognized as designers and not just champions of knitting. They've also jumped on the collaboration bandwagon. Their wares are being sold at Madewell and their adorable new children's knitting kits are now available at J. Crew. Their kits can also be found at the Standard Hotel and Net-a-Porter.

They've done all of this while maintaining a dedication to only producing things that people can make on their own by hand, which they encourage. Their Soho storefront features a wall of special Peruvian yarn in every color you could want and they sell DIY kits that include yarn, Vietnamese wooden knitting needles and simple instructions. They even offer occasional knitting parties. Fun!

Click through for a peek at the spring collection and head over to Wool and the Gang's website to check out their current offerings—many of which would make excellent holiday gifts if you ask us.

<http://fashionista.com/2011/12/wool-and-the-gang-springsummer-2012-knits-you-can-wear-when-its-warm/>