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Treat Her Right: Wool and the Gang

An occasional briefing on the latest goods, getaways and hot spots your lady will love

By Jeremy Wolf | Monday, September 19th, 2011



"Mary" Sweater by Wool and the Gang



WHAT DO YOU SEE when you hear the word “knitting?” Chances are, you’re picturing an old woman, planted so long in her rickety rocking chair that it looks as though she’s put down roots. Her white hair is thin and her glasses are thick because her eyes are nearly sightless. She’s wearing her old headscarf while she crafts that itchy and unsightly sweater she surely expects you to wear. Well my friend, the days of knitting being a pastime only for this aging babushka from the old country are over, and you can thank the fine folks at [Wool and the Gang](#) for that.

Founded in 2007, the company is the brainchild of former model and knitting enthusiast Lisa Sabrier. Armed with high fashion experience and a love for lasting, handmade goods, Sabrier began Wool and the Gang—a cleverly-titled bastion of high quality wool products that aren’t frumpy or flimsy—with the aim of changing public perceptions of knitting from matronly to hip.



Wool and the Gang's NYC Flagship.

Every piece in the brand’s line of laidback essentials is available in two forms—you can choose to pick up a sweater or knit tank premade and ready-to-wear, or try your hand at making it yourself with their all-in-one knitting kits. The kits span four levels of difficulty from “Beginner” to “Experienced” and include yarn, a pair of wooden knitting needles, a sewing needle, customization materials, and a pattern to follow. Cultivating a sense of creativity and independence in the shop’s customers, the kits allow hobbyists to experiment and learn the art of knitting at their own speed all while creating beautiful, well-designed garments.

The do-it-yourself mentality is a big part of the W.A.T.G. message, according to shop manager Keven Dakinah. “It’s really satisfying to have pieces that you’ll wear for years,” she says. “We don’t want things to be disposable—none of our products are really trendy.”

