

<http://lilogi.com/knitwear/lisa-sabrier-wool-and-gang>

How would you describe the philosophy at the heart of your brand?

Respect, sharing, glamour and funky!

Who comprises the 'gang'?

Whoever wants to be a part of it. The Gang is Global.

Can you elaborate 'Crazy Sexy Wool,' as well as your other two qualities of yarn?

Crazy Sexy Wool is our signature yarn - it's the friendliest yarn to knit and wear. It's super fast to knit, it's forgiving and hides your mistakes, and when you wear our Crazy Sexy Wool you feel bold and brave - it's such a great statement yarn to wear. Our Shiny Happy Cotton is 100% Pima cotton - it's so soft to the touch, we spent a lot of time sourcing this yarn. Our Sugar Baby Alpaca is the perfect quality of yarn for mid-season to before the winter drops.

How does knitwear, generally, make you feel?

WARM :)

In choosing a knit, what should be the most important characteristics?

Soft, warm, chic, and sexy.

What colors, shapes, and textures are currently inspiring WATG?

WATG is always inspired by the basic pieces of your wardrobe. We have the challenge of designing not only easy to wear pieces, but also easy to knit designs. Right now, we are inspired by our new Margaux Red wool that is coming out soon alongside our two new favorite stitches: 'Mistake Rib' and 'Double Moss Stitch'.

And what styles are you most excited to cozy up in this season?

The Quarterback Dress in Red.

What is your advice to a first-time knitter?

Buy a kit, and follow the pattern...You will be very proud.

Tell us about your favorite sweater?

The Cropped sweater. You just put it on anything and you will look pretty, warm, and elegant.

What has been one of your most memorable experiences since launching WATG?

The Christmas window at Colette.

Do you have exciting plans or collaborations coming up that you can share with us?

A few, but they are still secret! Sshhhh...

What message do you hope to pass along through WATG?

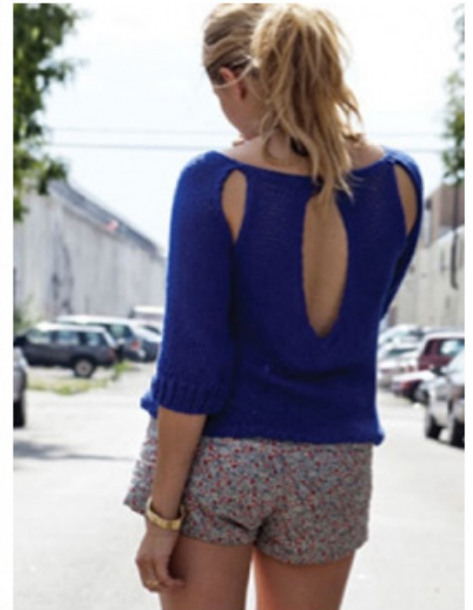
Be humble, be creative, and be yourself.

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LISA SABRIER, *Wool and the Gang*

SHARE

Friday, September 02, 2011



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Above left, Lisa Sabrier, Photograph: Martin Bruno

Above left, Lisa Sabrier, Photograph: Martin Bruno

The story of Wool and the Gang, and the forgotten art of knitting is a beautiful one about friendship, family, and fashion. Founded by Lisa Sabrier and Carolyn Main, Wool and the Gang is a brand that has renewed modern knitwear by selling ready-made garments as well as DIY knitting kits, for those interested in learning a new skill. Sourcing the finest, sustainable materials from the Andean Highlands of Peru, the time-honored joy of knitting has expanded globally in recent years, thanks to the brand's popularity. The kits are easy enough for first-timers, but still suitable for experts, and they are available for everyone in between. Welcoming, alluring, and full of personality—the source of pleasure in this case is not just the yarn, it's the people who comprise the international gang of knitters.

Their slogan, 'Fabricated Tales,' represents the brand's value of storytelling. Wool and the Gang unites knitters and style mavens who appreciate the meaning behind an object, as much as they appreciate the object itself. They are individuals who combine to form a community, recognizing that a sweater would be nothing without the threads of yarn that hold it together. Fundamentally, Wool and the Gang strives to spread love. And while the brand loves yarn in particular, it also promotes skillfulness, sharing, and a sense of community, and its overarching positive message is one that we greatly admire. To wrap up our fall knitwear week, Lisa Sabrier, co-founder of Wool and the Gang, shares her story with us in an exclusive interview.

What idea prompted you to start Wool and the Gang?

To bring a whole NEW generation back to the old values through the DIY.

How did you and Carolyn come together to launch WATG?

A friendship, An encounter, we started a great adventure.