



Wool and the Gang Wool + The Gang

As old as the story of civilization is the story of specialization and craft: the story of economics. When each individual is assigned to one particular task, all of society profits from efficiency and expertise. Along with time management and quantity produced, the system of specialization and trade is about skill; it's about appreciating innovation and labor. It's why we place more value in things that are made by hand than we do in things off the production line. It's why we recognize in effort more commitment than in money—why we love a sweater that's been carefully crafted by someone we love.

But it's easy to forget about all this today. When things are so speedily ordered with the click of a button, when it's cheaper to buy something new than to repair a faulty item, when intricate designs are easily produced by machine—within the framework of modern technology, craft is often laid to the wayside. This, dear reader, is why you ought to consider Wool and the Gang.

Wool and the Gang is an international "concept knitwear" brand, founded in 2008.

The brand sells ready-to-knit kits, ready-to-wear knits and the brightly colored yarns from which these are made. The yarns are handspun and hand-dyed; a small team of skilled women based in Puno, Peru knits the ready-to-wear items. Designs are mulled over and fleshed out in the Gang's Soho studio, with ideas passed back and forth across the Atlantic to the Gang's founders and team members in Geneva, Paris and London. If there is one thing that can be said about Wool and the Gang, then it is that the label is a true tribute to craft, modernized and made native to today's hip urban centers.

Each piece has within it an interminably wrapped story; each stitch is associated with a time and place. Perhaps it was made for a friend; puzzled over for hours before the knitting needles were poked up and put to the test. It might not have turned out perfectly; it might have been a first try. But the kinks will serve the wearer as a token of an old friend's love—that piece will become beyond price.

And so, Wool and the Gang is ultimately a fight against mass consumption, a quiet but persistent battle cry for gone-to-bed traditional values. Its vision of craft is honest and hopeful: a little bit rough around the edges, but always fun, colorful and willing to put in the time. Check it out for yourself—stop by WATG's tiny Thompson Street shop or find them at a host of different retailers worldwide. You'll quickly find that Granny never looked so fresh.

Check out their other products and ready-to-wear collection [here](#).

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