

PAPER

Home Sweet Home
THE DESIGN ISSUE

rebranding
AMERICA

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THE GANG'S ALL HERE

They say that in times of economic crisis people revert back to the cozy and familiar, and if that's true, then the time couldn't be more right for Wool and the Gang. A free-form collective founded by Lisa Sabrier and Carolyn Main, they're joined by creative director Nadege Winter in celebrating all things knit. According to their website, the gang considers themselves "a family of guys and girls from 7 to 77, all tied together with a piece of yarn." They sell DIY kits for like-minded knit-wits, as well as ready-made pieces for fashion-forward cuties who aren't comfortable yet with a set of knitting needles. The family feeling starts from the ground up with Wool and the Gang—literally from the ground of the Andean Highlands, home to the sheep that provide the wool with its unique textile characteristics.

The gang take their sustainability seriously and sought sheep that were well cared for—they found them in Peru, where sheep are named individually by their shepherds and graze on lush, open fields. They also found baby Alpaca, from which Wool has created pieces to be unveiled in September, following the debut of their cotton collection in June. Sabrier, a mother of six, says she created the collective because she got fed up with mass consumption and wanted to transmit traditional values to her children. "We dragged knitting out of grandma's hands, dusted it down and shook it up. It is a new approach to an ancient practice." *Wool and the Gang* is available in New York at *The Smile*, 26 Bond St. or at www.woolandthegang.com ★ Mickey Boardman • Photographs by Martin Bruno