

R O W A N

# NEWSflash

*9 March, 2017*

Special Edition: Information about the new  
Kaffe Fassett 2017 KAL



Welcome to the first issue of our **NEWSflash**. Designed especially for our retailers, the NEWSflash will preview new products and programs using Rowan Yarns. Our objective is to keep you up-to-date with all of the exciting news from our brand.

Our first NEWSflash is dedicated to the new Rowan [Kaffe Fassett 2017 Knit Along](#) (KAL), featuring Rowan Pure Wool Superwash Worsted yarn.

We are excited to inform you that we have a brand new and exciting Knit Along beginning at the end of March. It's a beautiful new afghan design from Kaffe Fassett, showcasing the fantastic color and pattern skills that have made him one of knitting's premiere designers.



Inspired by bold geometric tiles, Kaffe's project allows the knitter to do colorwork in small manageable squares. Most squares use only two shades of yarn – however, the final afghan achieves an iconic Kaffe Fassett look that participants will be proud to display.

# The Design

The layout of the squares flow around Kaffe's instantly recognizable "tumbling blocks" design. Each square is then placed in order to provide the maximum compliment in shade and pattern to the core squares. Patterns for all of the squares are written for the intarsia knitting technique.

This KAL is designed to create the entire afghan, but as a retailer, you can also encourage consumers, who may not have time or patience, to create squares and put together to make pillows, bolsters, bed runners and the like, so to feel part of the KAL.

In addition, to help you, as a retailer, prepare for the next square, we will send out the new pattern to you, one week ahead of the general release date. This has been proven to be a welcome and successful tool in previous KAL's.

## Schedule of General Release Dates:

Week One: March 30, 2017

Week Two: April 6, 2017

Week Three: April 13, 2017

Week Four: April 20, 2017

Week Five: April 27, 2017

Week Six: May 4, 2017

Week Seven: May 11, 2017



Week Eight: May 18, 2017

Week Nine: May 25, 2017

Week Ten: June 1, 2017

Week Eleven: June 8, 2017

Week Twelve: June 15, 2017

Week Thirteen: June 22, 2017

Week Fourteen: June 29, 2017

# Shopping List

The design is worked in fourteen shades of [Rowan Pure Wool Superwash Worsted](#) yarn, using size US 7 (4.5mm) needles.

Article no.		Shade Name	No. Squares Used On	No. Balls Required
9802170-00102	Pure Wool Superwash Worsted	<i>Soft Cream</i>	30	6
9802170-00112		<i>Moonstone</i>	24	5
9802170-00155		<i>Charcoal Grey</i>	24	6
9802170-00106		<i>Rust</i>	2	1
9802170-00144		<i>Mallard</i>	4	1
9802170-00136		<i>Cardinal</i>	2	1
9802170-00137		<i>Oxygen</i>	8	2
9802170-00148		<i>Oxford</i>	6	2
9802170-00122		<i>Plum</i>	2	1
9802170-00113		<i>Pretty Pink</i>	8	2
9802170-00150		<i>Damson</i>	2	1
9802170-00127		<i>Jade</i>	2	1
9802170-00124		<i>Rich Red</i>	2	1
9802170-00119		<i>Magenta</i>	4	1

For more information, or to place an order to support the KAL, please call your Regional Sales Representative, or our customer service department at 828-404-3705. You may also email directly to [Rowanusa@Sirdar.co.uk](mailto:Rowanusa@Sirdar.co.uk)