



The Needlework Trade Group

### New from Heritage Crafts

Heritage Crafts have added several new designs to their



portfolio of cross stitch including Finishing Post, a sporting scene from John Clayton, as jockeys and horses compete to be first past the post. The design measures 20 x 31cm.

Ahoy is a picture of a canal cat from Peter Underhill. Cats seem to love life on the water, leaving their moored boat to explore the fields and woods then returning for food and sleep - this design measures 21 x 13.5cm.

Morning Walk and Lucky Escape are two latest Silhouettes, each measuring 12.5 x 12.5cm. Morning Walk shows a couple walking their dogs on a cliff-top path, the sun casting its reflection in the early morning sea; Lucky Escape shows a bird flying away from a disappointed cat.

The Queen Mary has been re-launched - in cross stitch. The picture was taken from a poster showing the ship leaving New York bound for Southampton.

The above designs are all available on 14 count aida or 28 count evenweave fabric.

Black and White Cottage and Irish Cottage are the latest designs in the Heritage Collection, both on 16 count aida.

To receive Heritage Crafts' newsletters by email, email: sales@hcrafts.com or phone 01889 575256.

### Stitching for the next generation

Tapestry and cross stitch company, Cleopatra's Needle Ltd, are passionate about encouraging people to take up their craft. At *Craft Hobby + Stitch*, Kate Midgley and Judith Greenwood promoted their new educational craft project, Canvas Create, to encourage children to start stitching.

All projects with the Canvas Create umbrella are worked on plastic or cotton canvas, with designs centring on topics that are covered throughout the children's school work.

The company is hoping that retailers will want to take part and promote the scheme in their area, by offering to work with



Left: Finishing Post is a new cross stitch design by John Clayton available from Heritage Crafts and right: four ballroom dancer silhouettes from the Lanarte Spring Collection available from Michael Whitaker Fabrics



year groups or start an after-school or lunchtime club in a local school or in store.

Kate says, 'The interest in Canvas Create at *Craft Hobby + Stitch International* from independent retailers was overwhelming.' To register for the scheme, contact Kate Midgley at kate@cleopatrasneedle.co.uk.

To complement this programme, Cleopatra's Needle have launched *Stitch 56*, a range of kits aimed at the young at heart - crafters of all ages. The designs are worked with six strands of embroidery thread on tapestry canvas, rather than aida fabric, which gives a sheen to the finished image. Kits include a series of seasonal landscape silhouettes, two of which are worked on black canvas (above). There are also limited edition cut-out butterflies with a wing-span of 19cm, bracelets and brooches, and a triptych depicting the Christmas story.

To order kits or to find out more about Canvas Create and *Stitch 56*, call 0800 6124320, email: sales@cleopatrasneedle.co.uk or go online to www.cleopatrasneedle.co.uk

### Simply ballroom

New to the Lanarte Spring Collection are four ballroom dancer silhouettes. With the success of television programmes such as *Dancing with the Stars*, *Strictly Come Dancing* and *You Think you can Dance*, these pictures should catch the imagination of cross stitchers. These kits also complement the *Ballerinas In Black* from their 2009 Collection. Each picture measures 11.5 x 14cm, with all kits containing everything needed to complete the design.

Lanarte's full range can be viewed online at www.lanarte.com. For full trade details of the new Lanarte range, contact the UK distributors, Michael Whitaker Fabrics Ltd., tel: 01535 636903, or email: sales@mwfabrics.co.uk



### Latest news from Framecraft

Framecraft have been working alongside the Jewellery Innovation centre based in Birmingham to develop new products and designs. Subsequently a silver plated Handbag mirror has been produced which can include a customer's own design, and four new kits are also available with the mirror.

Several new products have been launched so far this year and were well received at the recent ICHF trade show. They include additions to the existing ranges of cross stitch kits

Keyring kits have been amongst Framecraft's most popular items and new designs have been developed including four new kits in the Birds range - Owl, Bullfinch, Goldcrest and Kingfisher. Six Blackwork kits themed on a jewel - Emerald, Amethyst, Sapphire, Pink Sapphire, Ruby and Citrine have also been added.

The Children's Fun products have been rebranded as the Junior range and the first of 20 kits mounted in acrylic products are keyrings entitled - Slow Lee, Lady Bug, Creepy and Buz Bee.

Birth celebration Card kits are added to the Occasions range - it's a Girl, it's a Boy.

Aimed at a market to include Fathers Day and the World Cup, a football 2010 kit has been developed which can be framed either in a coaster mat or mouse mat (both Framecraft products) and stitched in traditional colours onto red aida.

For further details tel: 01543 360842, email: sales@framecraft.com or visit www.framecraft.com



### Spring is sprung!

As the wedding season approaches, SoloCrafts have released four new kits stitched on 14 count aida - Wedding Couple, Glamorous Black Hat, Polka Dot Shoe and Leopard Shoe.

"We have seen excellent sales from these latest stylish releases by Design Works" comments

Simon Welsh from SoloCrafts. "Currently the three very strong areas for our kits sales are wedding, nursery and wild animal designs. With over 600 cross stitch kits in our range we believe we have a very strong and varied offer to suit all needs and tastes".

For further information visit www.solocrafts.com or telephone 01263 515267 for a new releases catalogue.



### A bug's life

The latest cross stitch kits from Bothy Threads feature fun and imaginative designs by Helen Smith. *Beetle Bugs* depicts a selection of friendly insects driving VW Beetle cars, while *Mini Beasts* is an amusing picture of four Mini Coopers crammed with friendly creepy crawlies and butterflies. Both pictures measure 33 x 24cm, with the kits containing 14 hpi white Zweigart aida, needles and pre-sorted stranded cottons.

New kits have also been added to the Julia Rigby range, including *Whispers*, a set of three fairy scenes worked in soft pastel threads with beads, sequins, sparkle thread and satin butterflies; organdy ribbons are tied around the fairies' waists. The kits include ivory 14 hpi Zweigart aida, with each measuring 38 x 20cm.

For the wedding season a cross stitch kit called *Wedding Arch* can be personalised. To allow for the lettering, the length of the incorporated banner is simply adjusted to fit any names; extra threads are also included in the kit to match any hair and eye colour for the bridal figures. The finished picture measures 20 x 34cm and is designed by Melisa Tracey. The kit contains 14 hpi ivory Zweigart aida, beads, needles, pre-sorted stranded cottons and glitter thread. Detailed instructions are included, as well as an alphabet/number line.

To order the new kits, or find out about alternative ranges, telephone/fax: 01638 665149, email: info@bothythreads.com or go to www.bothythreads.com

