

Join over a million Bella Coco fans and learn to crochet with her sure and simple method and learn to make beautiful items along the way!

Reviews

The Novel Neighbor Bookstore, St Louis, MO

"A fantastic beginner guide to crochet. The pictures are super clear as is the text and the projects are really fun... something someone will actually want to make.."

Publishers Weekly BookLife

"YouTube crafting star Fragola has been teaching people how to crochet online for the last seven years.. Fragola brings the easygoing expertise of her wildly popular Bella Coco Crochet channel to this appealing book, which offers straightforward instructions to help beginners pick up crochet. After clear, inviting explanations of how to select the appropriate hook, equipment, and yarn, Fragola demonstrates how those new to this art form can make their first stitches and start to work on actual projects. ... Fragola has created a charming how-to guide for a craft that can be enjoyed for a lifetime"



TARGET CONSUMER:

- Fans of Bella Coco Crochet
- People who want to learn to crochet from the very beginning
- Fans of Shannon and Jason Mullett-Bowlsby's Complete Crochet Course
- Fans of Arica Presinal's Crochet for Beginners



SOCIAL MEDIA STAR

1.3M YouTube

168,000 Instagram

170,000 on Facebook

110,000 Pinterest



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