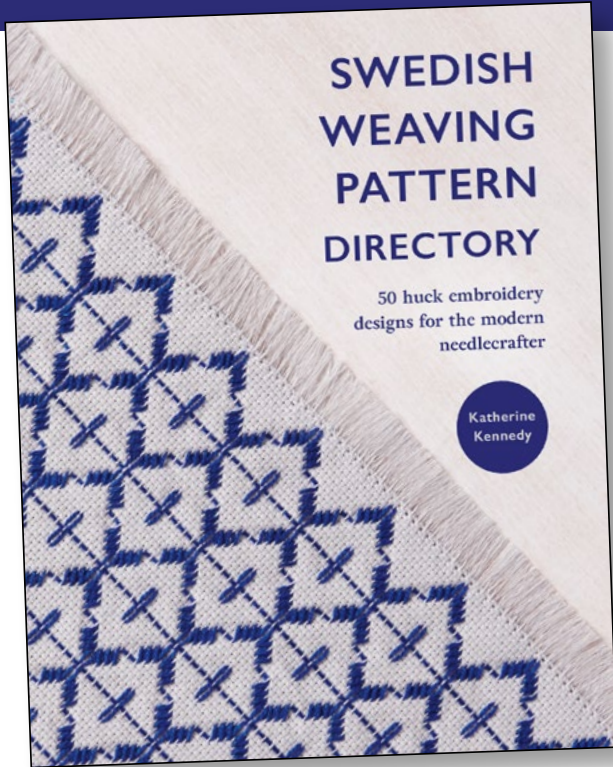




Master Swedish weaving with 50 designs for modern homewares, accessories, and more.



Author: Katherine Kennedy



TARGET CONSUMER:

- Fans of Swedish Weave Designs and Katherine Kennedy
- Mary Corbet and traditional embroidery
- Fans of Swedish art and craft
- Textile artists who want to learn exciting patterns



- **PERFECT EMBROIDERY FOR BEGINNERS** - Projects and designs that can be easily followed and which are very on trend, Swedish Huck embroidery is popular
- **KATHERINE KENNEDY IS CONSIDERED THE BEST TEACHER OF THIS CRAFT** - Featuring detailed instructions and easy-to-read, full-colour, large-format charts, and organized by skill level—perfect for Swedish weaving beginners. Experienced embroiderers will also be drawn to the nostalgia value of this book.
- **GET STARTED QUICKLY WITH SIMPLE MATERIALS** - Requires few materials (all readily available at basic craft stores).
- **EMBROIDERY IS POPULAR TREND** - Embroidery is having a boom in popularity as a meditative, relaxing craft. Close cross over with cross stitch makes it easy to learn and master.
- **SWEDISH EMBROIDERY CAN BE USED FOR ALMOST ANY ITEM, POPULAR IN FASHION AND MENDING NOW** - Major fashion brands including Alexander McQueen, Gucci, and Kenzo are experimented with embroidery in their recent runway collections, the craft giving their products a unique and handmade look “appealingly at odds with transient, fast fashion.” (Financial Times)



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