

Independent Attitude

With the world around us changing, so too are the homely craft stores we once took for granted and Knit with attitude is not inclined to be left behind. **BY ADRIAN LITO**

Contemporary, current, creative, even cosy – whatever words might come to mind when gazing through the plate glass window into the creative cubbyhole that is *Knit with attitude*, it's clear almost immediately that this is something very unlike any knitting store I've stumbled across in the past.

Truth be told I didn't stumble across *Knit with attitude*, in fact the store's opening created such a hubbub in the *Inside Crochet* office that I was sent out in search of this elusive shop in order to back up Claire Montgomerie's fanciful claims that it even existed!

Low and behold – it does and with a founding concept that would make any eco-friendly crocheter proud to boot - "to create room for inspiration and motivation in order to encourage discussion, knowledge and action." A bold objective to be sure and one that Maya, the visionary, is striving for through workshops, blogs and the opening of a store selling sustainable, environmentally friendly products born out of an enviably ethical conscious. For Maya, her hobby has become a means to express not only her artistic flair but also her environmental and political attitudes and it is apparent from the off that *Knit with attitude* has been created not simply as a store but as a philosophy.

Knitty gritty

Yet if we place political and environmental influences to one side for a moment, what exactly does *Knit with attitude* offer the humble crocheter or knitter with no motivations outside of finding a nice skein or three for that project they've been seeking to make up? Plenty – yarns such as Woolly Lemon and Lime that actually provoke a yearning for cloudy lemonade, or Pure Milk Fiber, the softest and lightest fibre on the market today, were made to be sold in a shop like *Knit with attitude*. This is after all a store very much in touch not only with its roots but also the 21st Century. Also with a social trend that sees fewer and



fewer children being taught the basic, traditional skills of the past, *Knit with attitude's* workshops couldn't come at a better time. Whilst definitely not the answer to all of society's ills, the fact that a complete novice can turn up at a workshop and learn the fundamental aspects of this ancient craft is definitely a huge tick in the margin for Maya's brand.

There's something about this store that feels decidedly unique and this is driven home

by the fact that the outlet itself has been furnished with a designer's eye for detail – the layout is crisp and clean but not at the expense of a green, earthy atmosphere that goes a long way to

making you feel as if you're entering the domain of someone who genuinely cares about their craft and their conscience.

Based out of Stoke Newington, London – *Knit with attitude* isn't big (yet) but it's certainly brave and when they say that they're "changing the world one stitch at the time", I for one am rather inclined to believe them.

For more information, why not check out www.knitwithattitude.com or for personal updates on Maya head on over to www.maya-b.com

toptip

Take a peek at *Knit with attitude's* online store that sells not only yarn but craft workshop enrolments too!

TOP LEFT: Just a few of the Fairtrade buttons available.
ABOVE: *Knit with attitude* provides all the paraphernalia for the avid craftsman.