



GREETINGS *from* KNIT CAFE

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Photographs by
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tea, music and books, and comfortable welcoming chairs where people could relax! I started talking about my idea and, of course, some people thought I was crazy. Knitting is so uncool," they'd exclaim. "You can't make any money selling balls of yarn." But I was unfazed.

I had CBS stock stashed away, which felt like just the right financial cushion I needed to start my new endeavor. How perfect that my previous career could in some way help to launch this new one! I bandied around many ideas for names until, finally, Knit Cafe popped into my brain. It felt right immediately, so I contacted a lawyer, who helped me to trademark and register it. Once that was done, I felt like there was no turning back, so I called Sasha Emerson, an old friend who had left a career in the television industry to become an interior designer. Though I hadn't seen her in years, I had been following her work in books and magazines and was attracted to her quirky, colorful sense of design. I told her my vision—I had by

this time filled a journal with ideas about the types of yarn and other merchandise I wanted to carry, beverages to offer, furnishings, color schemes, and the laid-back community vibe I wanted to create—and we began on the biggest hoot you can imagine. It was so much fun putting it all together.

MOVING IN

I knew I wanted to be in West Hollywood, an eclectic neighborhood I had come to love while working at CBS, and was lucky to find a charming old space on Melrose Avenue surrounded by really good restaurants, chic boutiques, and interior design showrooms. Just four blocks from the famed Sunset Boulevard, up the street from The Improv comedy club, around the corner from a little theater, and across the street from a progressive elementary school, the 900-square-foot skylit space—formerly an antiques store—was perfect, give or take a few renovations.



Sasha combed flea markets and vintage furniture shops and found a treasure trove of choices, including an amazing collection of circa 1950s Thaden-Jordon furniture that was once used in a German school. We reupholstered chairs in lime green fur and bright red and orange Sunbrella striped fabrics and covered benches in crazy quilts. Sasha gathered wonderful vintage California pottery and hand-painted lamps made out of Moroccan camel udders (really!). We chose a bold, bright floral-like wallpaper for one of the walls and commissioned how-to-knit pastel drawings by local artist Peter Tigler and beautiful photos of flowers and knitting needles by photographer Judy Gigliotti. We put two work tables in the store—one in front and one in back—and in the center, we had a blond wood beverage bar built and arranged comfortable chairs around a coffee table for relaxing and knitting. For yarn, we had floor-to-ceiling shelving built along an entire wall.

My theory for choosing the yarn and other merchandise for the store was to start with what I love. That meant lots of bright colors. In fact, it wasn't until after I had just about everything in stock and arranged that I realized that I had actually forgotten to order white and black yarn, a mistake I rectified quickly. In addition to stocking all of the necessary tools and an extensive selection of books, Sasha and I designed tote bags and roll-up needle cases using vintage fabrics and then found seamstresses who continue to make them for me to sell to this day. Start to finish, it took about four months to get Knit Cafe ready.



After dropping off my children at school in the morning, I would stop at my local Starbucks to have some tea and knit. I kept thinking how perfect it would be if Starbucks had a yarn department. And then it struck me that I could create such a place—with great yarn, coffee and tea, music and books, and comfortable, welcoming chairs where people could relax.









Repeat Rows 1 and 2 for Heel 4 (4, 5) more times.

Change to one strand of B or C and two strands A held together, and work rows 1 and 2 for Heel 7 (8, 8) times [24 (26, 28) Heel rows].

TURN HEEL (continue with one strand of B or C and two strands of A held together):

Row 1: (RS): K14 (15, 16) sts, ssk, k1, turn.

Row 2: (WS) Slip 1 st purlwise with yarn in front, p5, p2tog, p1, turn.

Row 3: Slip 1 st purlwise with yarn in front, knit to 1 st before gap, ssk [1 st from each side of gap], k1, turn.

Row 4: Slip 1 st purlwise with yarn in front, purl to 1 st before gap, p2tog [1 st from each side of gap], p1, turn.

Repeat Rows 3 and 4 until all Heel sts have been worked – 14 (16, 16) sts remain. Break off B or C.

HEEL GUSSET (worked with two strands of A held together):

Resume working in the rnd. Work 14 (16, 16) sts, pick up and knit 12 (13, 14) sts from left side of heel, work 24 (26, 28) sts from N1 and N2, pick up and knit 12 (13, 14) sts on right side of heel, work 7 (8, 8) sts across half of heel, place marker for beginning of rnd [center back of Heel] – 62 (68, 72) sts [19 (21, 22) sts on N1; 12 (12, 14) sts on N2, 12 (12, 14) sts on N3; 19 (21, 22) sts on N4].

Shape Gusset:

Rnd 1: Using N1, work to last 3 sts, k2tog, work 1 st; using N2, work to end; using N3, work to end; using N4, work 1 st, ssk, work to end.
Rnd 2: Knit.

Repeat Rnds 1 and 2 for Gusset, 6 (7, 7) more times – 48 (52, 56) sts remain. Mark this round.

FOOT

Work even in St st until foot measures 1½ (2, 2)" less than desired foot length from marker.

TOE (worked with one strand of B or C and two strands of A)

Change to one strand of B or C and two strands of A held together.

Shape Toe: Rnd 1: Using N1, work to last 3 sts, k2tog, work 1 st; using N2, work 1 st, ssk, work to end; using N3, work to last 3 sts, k2tog, work 1 st; using N4, work 1 st, ssk, work to end.
Rnd 2: Knit.

Repeat Rnds 1 and 2 for Toe, 5 (6, 6) more times – 24 (24, 28) sts remain.

Repeat Rnd 1 only 4 (4, 5) times – 8 sts remain. Distribute sts on two needles [4 sts on each needle]. Cut yarn, leaving a 16" tail. Thread tail onto yarn needle and graft sts together using Kitchener Stitch (see Special Techniques, page 137). Using yarn needle, weave in all loose ends.



1 CABLE, LONG TAIL, PROVISIONAL,
THUMB, CROCHET 2 ENGLAND
3 138 STITCHES 4 749 YARDS
5 YARN IN FELTABLE FIBER, SUCH
AS WOOL, MOHAIR, OR ALPACA,
DETERGENT, AGITATION
6 FRONT 7 HANDWASH 8 D
9 KNIT 1 ROUND, PURL 1 ROUND,
REPEAT 10 12 SKEINS 11 A, B or C
12 TWIST THE STITCH

