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LION BRAND® YARN COMPANY ANNOUNCES NEW COLLABORATION WITH LONDON KAYE

London Kaye

‘CROCHET OUTSIDE THE LINES’ WITH LONDON KAYE & LION BRAND®



New York, NY—January 12, 2018

Lion Brand Yarn Company is excited to announce an exclusive collaboration with London Kaye, crochet artist, fashion designer and reality TV star, as they showcase her brand of “crocheting outside the lines” at fine specialty and mass retailers and e-tailers nationwide. The program will be a compilation of open stock yarns, theme packs, and London’s own unique iteration of crochet hooks intended to provide the consumer with a unique crafting experience. A portion of the proceeds will be donated to Junior Achievement USA®.

“Crocheting outside the lines” is a re-imagination of how to use yarn, as London’s technique utilizes a simple crochet stitch and a ball of yarn to transform everyday environments into visual wonderlands. London’s designs are easy to make and can be attached to anything: bags, sneakers, and yes, trees! London Kaye sums up her art by saying, “My message is that joy, beauty, and happiness can be found anywhere we’re willing to look.”

“Her passion and creativity exceed no bounds and we are thrilled to be working with such a talent,” says David Blumenthal, President & CEO of Lion Brand. “London’s work reflects Lion Brand’s mission of creating a more colorful, connected, and giving world, and with her help can bring the love of crochet to a new generation of new consumers.”

Her work has already captured the imagination of corporate America and mainstream media. London has created a capsule collection for major brands including Gap, Starbucks, and Valentino, as well as a Miller Lite billboard in Times Square. Her work has also been featured in *The New York Times*, *Elle*, and most recently CBS This Morning. An article in *Condé Nast Traveler* called London Kaye “the one to watch”.

For more information, visit: lionbrand.com.



Founded in New York City, Lion Brand Yarn Company is a fifth generation family-owned and operated business devoted to inspiring and educating knitters and crocheters with yarns, patterns, how-tos, and ideas that elevate their yarn crafting experience. Year after year Lion Brand drives innovation in the yarn business and pursues excellence in the quality of their products.