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29 unique, intricately-designed Fair Isle sock patterns, inspired by Tove Jansson's Moomin books



TARGET CONSUMER:

- Perfect for Moomin fans who knit
- Ideal for sock knitters who want new patterns
- Great for book and cartoon fans who love character socks



- PERFECT PATTERNS FOR ALL SOCKS - Easy-to-follow knitting patterns, accompanied by full color charts, plus comprehensive advice on sizing the socks, whether you're as tiny as Little My or as big as Moominpappa.
- VERY TRENDY KNITTED ITEM WITH A WIDE AUDIENCE - Perfect for Moomin fans who knit as well as sock knitters looking for new patterns, and fans of Finnish knitting, including the work of Niina Laitinen
- 29 ENCHANTING FAIR ISLE KNITTING PATTERNS that bring Tove Jansson's beloved Moomin characters to life. Choose from Moominpappa, Moomin-mamma and Moomintroll, as well as their friends Sniff, Snorkmaiden and Snufkin
- MOOMIN SOCIAL MEDIA POPULAR WITH OVER 1M FOLLOWERS -The official Moomin accounts have over 360K followers on Instagram, over 400K Facebook, 89K Twitter, 165K YouTube

THE HEMULEN COLLECTING FLOWERS

The leg of this sock, designed by Marita Karlsson, shows the Hemulen gathering flowers. Using the ladder back peacock technique keeps the Fair Isle patterns even, avoiding long floats on the wrong side. The socks have a ribbed cuff, a reinforced heel and a wedge toe.



BERRY PICKING

Two-colour rib brightens up these socks that show Moominmamma picking berries. These brightly coloured socks are brought to life by tempting red berries which Moominmamma is going to turn into delicious berry juice. A traditional reinforced heel and a burn toe make these socks practical and a must fit.



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