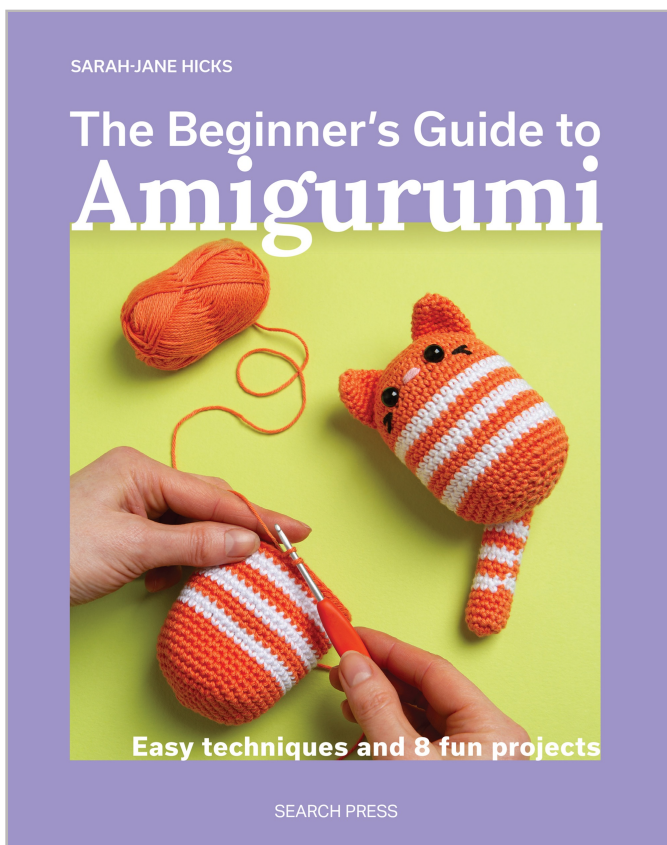


The essential beginner's guide to amigurumi from popular designer Sarah-Jane Hicks (@flo_and_dot), with 8 utterly adorable projects.



The Beginner's Guide to Amigurumi

Easy techniques and 8 fun projects

Sarah-Jane Hicks

On Sale Date: September 15, 2026 | [View on Edelweiss](#)

Price: \$19.95 | \$24.95CAN

9781800923782 | Trade Paperback | 128 Pages | 8 x 10 1/4

KEY SELLING POINTS:

- **IDEAL FIRST AMIGURUMI BOOK: 8 simple beginner projects, each building in difficulty throughout the book, teaching you new stitches and techniques as you go.**
- **SUITABLE FOR ALL ABILITIES: the clear step-by-step photographs and instructions will make amigurumi a breeze for the absolute beginner, but there's plenty to inspire the confident crocheter.**
- **8 ADORABLE, STASH-BUSTING PROJECTS!**
- **EASY REFERENCE FOLD-OUT FLAPS: featuring crochet abbreviations, for quick reference and easy visibility while following the patterns.**
- **WORLDWIDE CROCHET PHENOMENON: the term 'amigurumi' has been searched over 1.29million times on Google in the last month; Search Press' popular *Mini Amigurumi* series has sold over 300k copies since 2020.**
- **BEST-SELLING AUTHOR: With more than 135k books sold, Sarah-Jane can be found on Instagram (@flo_and_dot), where she has 120k followers.**
- **NEW TITLE IN A GROWING BEST-SELLING SERIES: *The Beginner's Guide to Crochet* by Claire Montgomerie has sold over 52k copies since 2023; *The Beginner's Guide to Knitting* by Lynne Rowe**

TARGET AUDIENCE:

- First-time crocheters looking for clear, simple guidance will find absolutely everything they need
- Parents looking for something to crochet together with their children
- FANS OF FLO AND DOT – Sarah-Jane Hicks has 120k followers on Instagram (@flotanddot)



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