

All-New Twenty to Make: Christmas Knits

All New 20 to Make



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ALL-NEW
20
TO MAKE

**CHRISTMAS
KNITS**
SACHIYO ISHII



SEARCH PRESS

Fill your home with hand-knit Christmas magic – discover 20 adorable projects to use and love, year after year. 20 fun, quick knits, including decorations, accessories and toys, from popular designer, Sachiyo Ishii!

Key Selling Points:

- **PERFECT FOR BEGINNERS AND THRIFTY KNITTERS** - no specialist techniques needed; just the basics and very few tools and small amounts of yarns needed
- **20 FUN AND EASY MAKES:** this fun-packed title is crammed with new ideas, perfect for knitters of all abilities.
- **GORGEOUS RANGE OF PROJECTS:** Traditional projects sit alongside secular and modern pieces, for every decor and family.
- **IDEAL STASH-BUSTER:** 20 brand-new projects, perfect for knitting on the go.
- **PROVEN SUBJECT AREA:** *20 To Make Christmas Crochet* (2011) sold 78k copies; *20 To Make Christmas Toys to Knit* (2020) sold 30K, and *All-New 20 To Make Christmas Crochet* (2024) has sold 10k copies.
- **POPULAR AUTHOR WITH A HUGE FOLLOWING:** Sachiyo Ishii's books have sold 200,000 copies.
- **BEST-SELLING SERIES:** the latest title in the iconic *All-New 20 To Make* series, which has sold 150k copies since its launch in 2022.

Target Consumer:

- Fans of Sachiyo Ishii
- Christmas and novelty-lovers – the small projects have lots of uses: gifts, decorations, or conversation-starters
- Thrifty knitters – very few tools and small amounts of yarns needed
- Beginner knitters – no specialist techniques needed; just the basics

