

Grand Shetland Adventure Knits

Johnston, Gudrun



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Gudrun Johnston &
Mary Jane Mucklestone

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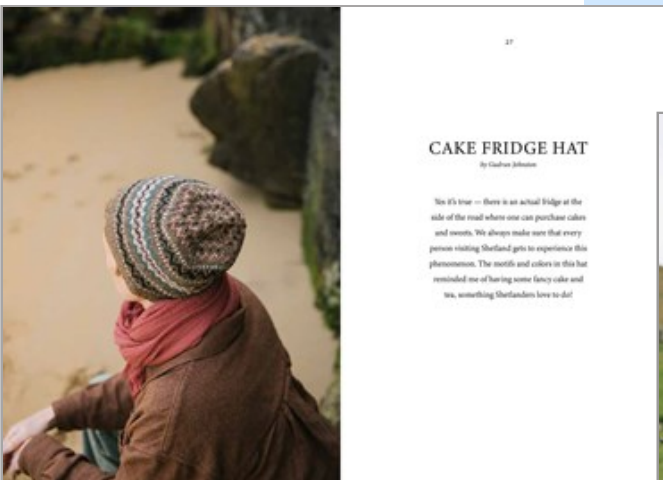
‘Come along with us. Witness the landscape. Meet the people. And knit. Knit yourself a grand adventure!’ Mary Jane Mucklestone and Gudrun Johnston Discover the magic of Shetland through 14 stunning knitting patterns, and take a journey across the islands that inspired them.

Key Selling Points:

- **A BEAUTIFUL, INSPIRING SOURCE OF DESIGNS FOR CONFIDENT KNITTERS.**
- **14 DESIGNS INSPIRED BY SHETLAND’S LANDSCAPES AND TRADITIONS:** includes distinctive colourwork sweaters, cardigans, socks, shawls, hats and more – designed for versatility, comfort and everyday wear.
- **TWO INTERNATIONALLY RESPECTED DESIGNERS:** Gudrun Johnston and Mary Jane Mucklestone are major names in contemporary knitwear design. Each has a loyal global following and strong online presence (almost 50k Instagram followers; and almost 42k followers respectively). This is their first co-authored book, originally published by Laine.
- **STRONG SELL FOR COLOURWORK ENTHUSIASTS:** features multiple stranded colourwork projects with full-colour charts and clear technical guidance, appealing to a large, engaged segment of the knitting market.
- **PATTERNS WITH A SENSE OF PLACE:** four travel essays transport readers to real Shetland locations that inspired the designs, offering atmosphere, storytelling and added value beyond the patterns.
- **PREMIUM GIFTABLE PACKAGE:** beautifully photographed and produced, this is a high-quality book for knitters who value both skill-building and creative inspiration – perfect for display, gifting, or as a valuable addition to a knitter’s curated collection.

Target Consumer:

- Perfect for colorwork knitting fans
- Great for fans of Scandinavian and Fair Isle designs
- Ideal for the intermediate knitter looking for stunning patterns
- Perfect for fans of Mary Jane Mucklestone, Gudrun Johnston, Erika Aberg, Navia, Monica Russel, and books from Laine publishers



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