



***Knit Now* Autumn/Winter 2015**

Call for Submissions

What I'm looking for:

I'm looking for a wide range of stylish and wearable knits for autumn and winter. This season includes our Christmas issues, so think about quick accessories, cosy garments and festive gifts. This call is for the Autumn-Winter 2015 issues (September, October, November & December; 4 issues).

During this season, each issue will include

- The Collection: 6 key pieces which respond to a themed mood board. The collection usually features 1-2 adult garments and 4-5 adult accessories.
- Main pattern section: a wide range of seasonal designs which do not have to relate to the theme at all

I am open to any ideas submitted, including a broad selection of patterns for women, men, children, babies and the home in each issue. *Knit Now* caters to a range of ages and ability levels, so beginner, intermediate and advanced patterns are equally welcome – the beauty of the design is what is most important. Each issue includes the following, so keep this in mind when considering ideas.

- 60% accessories. Quick knits, using less than 400g of yarn (under 100g is even better – if your design is a one-skein knit, please mention that in your submission as you'll definitely get brownie points for it!)
- 20% garments – skewed towards the simpler end of things, patterns which are primarily wearable and stylish. All garments must be sized up to a 3X.
- 10% babies' and children's knits (including toys). We have a preference for contemporary, gender-neutral designs and bold colours rather than pastels.
- 10% Homewares and other stuff – Beautiful, useful, sometimes unexpected things. But please. No egg cosies!

The Collections:

- **Catwalk Knits**

<https://www.pinterest.com/kateheppell/fall-15-rtw/>

Sylish and wearable knits inspired by this season's catwalk shows. I'm looking for designs which take high-fashion ideas and make them accessible.

- **Rambling Roses**

<https://www.pinterest.com/kateheppell/rambling-roses/>

Cosy knits for ramblers, walkers, hikers and other adventurous types. Chunky cables, practical details and hard-wearing yarns are the order of the day.

- **Crafty Christmas**

<https://www.pinterest.com/kateheppell/crafty-christmas/>

Classic, pretty knits for Christmas. Think about homewares, decorations and toys as well as garments and accessories - everything you could need for the festive season!

- **Out of the Drawing Room**

<https://www.pinterest.com/audreysteashop/out-of-the-drawing-room/>

This collection celebrates not only the standard-bearers of the Suffragettes but also those women who found other means to lead the way out of the drawing room – strong, innovative yet ultimately, gloriously feminine. This collection is curated by Anna Elliott.

General Boards:

- **Inspiring Knits:** <http://www.pinterest.com/kateheppell/inspiring-knits/>
- **Baby Ideas:** <http://www.pinterest.com/kateheppell/bright-beautiful/>

Submission requirements:

Your submission should include a sketch and accompanying paragraph describing the item, a photograph or scan of your swatch and ideas for yarn choices.

The submission should be presented in a PDF document, with your name and email address on every page. All information should be included in the submission document, including pictures. Please also tell us where we can find other examples of your work – a link to your Ravelry designer profile is ideal. You will be commissioned to write a full pattern (including any alternative sizes) and knit a sample. We will take care of photography.

Please create a separate PDF for each idea and name the file in the following format:

YourName_KNautumn15_PatternName.pdf

Deadline:

The deadline for submissions will be 9am UK time on Wednesday 13th May. You should hear from us either way within a week of the deadline. Deadlines for final patterns and samples will be spread from July to August, depending on the size of your commission and which issue the pattern is commissioned for.

Send to/contact:

You can contact me for a chat on Ravelry (kathleenalice), Twitter (KateHeppell) or email, but please send your submissions to me by email: kate.heppell@practicalpublishing.co.uk

Compensation/Support:

We will reimburse you fairly for your work and, 4 months after publication, rights will revert to you and you will then be able to use the final tech-edited version of the pattern as you wish.

Compensation is on a sliding scale, depending on the size and complexity of the project. Yarn support is offered to all designers. Your sample remains your property, but we will hold onto it for a while in case we get pattern queries, or for display at shows. We will return your sample to you at the same time as your publication rights.

About *Knit Now*:

Knit Now launched in the UK in October 2011. It is a monthly, national newsstand title, widely available in supermarkets, newsagents and craft stores across the UK as well as select retailers worldwide. We also publish digitally. Our main focus is on quick, simple, stylish knits. For an idea of our style, you can find all of our patterns listed on Ravelry here

[<http://www.ravelry.com/patterns/periodicals/knit-now>].

Hints and tips for submissions:

I wrote a blog post last year with submission tips [www.knitnowmag.co.uk/item/193-submission-tips-for-designers]. *Warning – this post is from last year and the themes and deadlines mentioned are for last summer's issues!*

The key points are;

Focus on style – The best are those which consider (either explicitly or implicitly) current trends and high street style. For inspiration, you could take a look at a few shops' websites such as Selfridges, House of Fraser, Monsoon, Whistles & French Connection – or John Lewis and Next are great for homewares. Polyvore can also be good for bouncing round some ideas, as is Pinterest (both come with a timesuck warning!). Feel free to include notes on how you see the item being worn.

Swatches and sketches – There is no need to submit a photo of a finished item, but your submission will need nice swatches, in good quality yarn, photographed in bright conditions. If you're having trouble getting the photo to focus, either switch to the macro setting on your camera (the one with the little flower) or consider scanning your swatch rather than photographing it.

Formatting – Of course our main focus is on the quality of the idea, but it's much easier for me to see that when the submission is cleanly formatted. Remember, the submission must be a PDF document sent as a single attachment, not an email with photos attached. Try to use standard fonts – some of the fancier ones get garbled when I print them out.

Yarn choice – Be flexible with your choices. Talk about the qualities your project requires, don't just say what you used. This is an opportunity for you to demonstrate that you know what you're talking about!

FAQs:

Return of samples – We're happy to return samples to you – just include a stamped SAE with your sample when you send it in. Alternatively, we will be holding periodic charity sample auctions to raise funds for Roald Dahl's Marvellous Children's Charity.

International Designers – You are very welcome to submit, but remember that *Knit Now* is a UK magazine so we'll be using British terminology and you will need to use yarns which are available in the UK (which we will arrange to be sent to you).

Photography – We will be taking care of all the photography for patterns, but the rights to photos will remain with us, so if you don't want your sample back, consider taking photos before you send it in.

Crochet/sewing/other non-knitting elements – We're open to any and all good quality patterns, and if it needs a little crochet, sewing or embroidery, that won't rule it out.

Tech editing – We do have tech editors, but they will only be polishing your patterns – they won't be doing any resizing.

Multiple submissions – There's no limit on the number of ideas you can submit. If you receive multiple commissions, we will work with you to spread out your deadlines.

Previously published patterns – For the purposes of this call, I am not looking for patterns which have previously been published at all. If you've posted a couple of project pics online, that's fine – but the patterns should come as a nice surprise for our readers when we publish them. Your commission is confidential until a week before the on-sale date of the magazine.

Future calls – If you want to add yourself to the mailing list for future calls, just fill in your details at <http://eepurl.com/hKL0o>

Testing – We're happy for you to arrange to have your pattern tested, but we are working on a tight schedule, so this is by no means mandatory.

Digital Issues – The magazine is now available digitally, and digital editions are available from our website as well as through the Apple Newsstand.