

## Let's make some memories

Introducing the **Hello Kitty X Stitch & Story** knitting and crochet kits by Stitch & Story  
London, United Kingdom - October 2020

From the top of her bow to the tips of her toes, Hello Kitty loves being creative - and she's here to help you get started on your crafting journey! Take time for yourself to create something truly unique, and share your joy with friends and family.

A project full of love and friendship will have a special story to tell.

If there's one thing that keeps the world spinning it's creativity. London-based crafting company, Stitch & Story, will be releasing new beginners kits with everything you need inside to create your own Hello Kitty toys and accessories.

The Hello Kitty Collection contains exclusive knitting and crochet kits suitable for both beginners and more experienced crafters. The kits, featuring a crocheted Hello Kitty Reindeer, knitted Hello Kitty hats, and children's blankets, all include our super soft Lil' Merino yarns, bamboo needles and hooks, and easy-to-follow patterns.



*"It gives me great joy to release the Hello Kitty Collection, which has been designed in a way that allows crafters to learn different techniques and create their own journeys. It's been a strange year and we hope this collaboration will bring a bit of fun and excitement for Christmas - the perfect gift for friends and family."*

**Jennifer Lam, CEO**



*"It's been a childhood dream come true to bring Hello Kitty into the Stitch & Story family. The range was inspired by Hello Kitty's iconic bow, trendy culture and fun colour palettes - we couldn't resist going all kawaii. I hope this exclusive collection will inspire Hello Kitty's superfans to unlock their inner-creative and join her in the world of crafting."*

**Jen Hoang, Co-Founder & Creative Director**

## Meet The Collection

### My First Hello Kitty Crochet Kit

RRP £45/\$58

A handmade toy that is sure to be treasured for years, My First Hello Kitty would make a great nap-time companion. She's made with our Lil' Merino wool, which is soft on delicate skin, and she's the perfect shape for hugging!

**Available in 3 shades:** Doe Pink, Baby Blue, and Soft Teal



### Hello Kitty Reindeer Amigurumi Crochet Kit

RRP £45/\$58

Just when you thought Hello Kitty couldn't be any more adorable, along comes Hello Kitty Reindeer! Whether she becomes a lovingly-made gift, or a precious keepsake for yourself, this kit comes with everything you'll need to bring her to life.

### Hello Kitty Crochet Hat Kit

RRP £45/\$58

This beautifully-textured crochet hat gives a simple and stylish nod to the much-loved Hello Kitty, and her signature bow is the perfect finishing touch. Use our all-in-one kit and tutorial videos to create yours and take your crochet skills to the next level.





### Hello Kitty Hooded Blankie Knitting Kit

RRP £65/\$84

Introduce a new generation to the loveable world of Hello Kitty with this snuggly blankie - complete with a hood and her famous bow. This knit uses our Lil' Merino wool, which is soft on delicate skin and guaranteed to keep little ones warm.

**Available in 3 shades:** Doe Pink, Royal Blue, and Tulip Red

### Hello Kitty Mini Hat Knitting Kit

RRP £38/\$49

Keep little ears warm and enjoy the nostalgia of creating Hello Kitty's iconic look with our all-in-one hat kit. The only thing that could make this cuter is to rock a twinning look with the Hello Kitty Adult Hat!



### Hello Kitty Adult Hat Knitting Kit

RRP £45/\$58

Create Hello Kitty's iconic look and wear it everywhere you go! From her famous red bow to handsewn whiskers, we'll show you how to make it all with our easy kit.