

Happiness is... creating your very own adorable friend!

Introducing the **Pusheen X Stitch & Story** knitting and crochet kits by *Stitch & Story*



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If there's one thing that keeps the world spinning it's creativity. London-based knitting company, Stitch & Story, will be releasing new beginners kits with everything you need inside to create your own Pusheen, the tubby tabby cat that's loved by millions.

Welcome Pusheen and Sloth into your homes with our cuddly new kits. We have both knitting and crochet kits that are purrfect for all levels of crafter, and come with everything you'll need to bring these loveable characters to life.

The all-in-one Pusheen knitting and crochet kits contain exclusive knitting and crochet kits suitable for both complete beginners and more experienced crafters. The kits, featuring a Crocheted Standing Pusheen, a Knitted Standing Pusheen, Sloth, and Super Pusheenicorn, all include super soft yarns, bamboo needles and hooks, and easy-to-follow patterns.

Jennifer Lam, CEO, said...

"Jen and I were both excited about creating a collection around a brand with such enduring appeal. Pusheen is so iconic, a tubby tabby cat who brings smiles and laughter to people all around the world."

Jen Hoang, Creative Director, said...

"Developing these adorable kits to include Pusheen, Sloth, and Super Pusheenicorn, has been a lot of fun. Our craft kits empower others to start their own creative projects and tell their own stories. It was at that moment I thought that creativity and the cat became best friends."



Press contact:

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Pusheen Standing Amigurumi Crochet Kit

RRP £38.00

Have fun creating Pusheen, a fluffy toy that is sure to bring you cuddles and smiles! Famous for her classic style, this refreshingly simple amigurumi kit includes everything you need to create a super cute toy.



Pusheen Sitting Knitted Kit

RRP £38.00

If you're ready for an adventure, Pusheen is ready for you! Known for her global travels and curiosity, you'll enjoy knitting this sweet tubby tabby cat who shows us how curiosity can lead us on the most exciting journeys, especially when shared with friends.



Sloth Knitted Kit

RRP £32.00

Create your very own Sloth, Pusheen's super-soft friend. Thoughtful, caring, and a bit of a daydreamer, hanging with friends is his favourite thing to do. This knitted toy, with his adorable long arms, is the perfect reminder that showing family and friends how much we care can really go a long way.



Super Pusheenicorn Amigurumi Crochet Kit

RRP £45.00

Create something special with your very own Super Pusheenicorn Amigurumi - the adorable Pusheen's new magical form! Complete with a cute horn, pastel mane, wings, and tail, this entry-level amigurumi kit is about spreading all things that make us feel good with the world!



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