



# and **Misha & Puff**

## Our Collaboration Story

*We are thrilled to announce Kelbourne Woolens will be the wholesale distributor and pattern development arm for Studio Misha & Puff, the yarn line of the popular ready-to-wear knitwear brand, Misha & Puff.*

### **Aligning Viewpoints & Goals**

The Misha & Puff brand has been on the Kelbourne Woolens radar for years. Misha & Puff founder, Anna Wallack, began her company much the same way Courtney and Kate founded Kelbourne Woolens. As young women, we wanted to use our creativity to bring something quality, timeless, and beautiful into the world that aligned with our values. And, if we're being completely honest, we wanted to make heirloom quality cute clothes for ourselves, families, and friends that would last a lifetime. Like Kelbourne Woolens, Misha & Puff "...loves slow fashion that's stylish yet unfussy. Hard-wearing and long-lasting. Expertly crafted. Thoughtfully manufactured. Good for the planet. Kind to animals. Fair to all people involved in the process."

### **Misha & Puff – The Brand**

Misha & Puff is known for their baby and kids wear, which began with the development of the Popcorn series: allover bobble pullovers, cardigans, bonnets, vests, and more. These are some of the first sweaters that Anna designed, and they continue to make up some of the most popular pieces in her collection. Each garment Anna designs is handknit to her specifications by a team of dedicated knitters, and the 100% Merino wool yarns are hand-dyed in her chosen colors. The brand has an eclectic look that we just absolutely adore, and we are not alone! The yarns are beautifully hand-dyed in Peru and the knitwear designs are absolutely effortlessly cool. Misha & Puff has developed a loyal following over the years. Many knitters have made their own interpretations of the RTW designs - and Anna embraces the creativity of each and every one.

### **Studio Beginnings**

Anna knew what knitters wanted, but didn't have the time, or deep knitting industry knowledge, to develop an entirely separate yarn company to fulfill her customers' needs. Not to be deterred, in 2015, she was able to work with knitting industry tech editors to develop a few select favorites into knitting patterns that fans could download, recommending yarns already available to the market. A few years later, as a way to reduce production waste, Misha & Puff began having the leftover cones of yarn from their garment business wound into skeins and labeled for sale, officially launching Studio Misha & Puff. In the first year, they sold every single skein of yarn they produced faster than they could replenish it. Fast forward a few years more, with continued interest in the yarns and patterns, Anna and her team knew it was officially time to bring Studio Misha & Puff to the industry, and asked us to come on board – of course we agreed!

### **Partnership Plans**

Kelbourne Woolens is proud to be partnering with Misha & Puff to launch Studio Misha & Puff yarns and patterns to the knitting market. Anna, Kate, and Courtney have carefully chosen 23 shades to launch for wholesale and retail purchase beginning Fall of 2023. The most-loved Misha & Puff designs are planned for release in capsule collections throughout the FW23-24 season and beyond.

Beginning in Fall 2023 all Studio Misha & Puff yarns will be certified by the Responsible Wool Standard. The Responsible Wool Standard (RWS) ensures the ranches, farms, transporters, and everyone along the production chain meets a stringent standard of care for their animals. When you sit down to knit with RWS wool yarn, you can be confident the sheep who provided you their winter woolies have been treated with the quality care and respect they deserve. The RWS certification allows Kelbourne Woolens and Misha & Puff to join the ranks of other high quality brands committed to animal welfare such as Patagonia, REI, LL Bean, Eileen Fisher, and more. We just know that you are going to love it as much as we do.

- Kate and Courtney