

Julia here. Sorry I've been out touch; it's been busy as we get ready for fall in two weeks.

As is our custom, we've been dropping hints about the fall issue as the time approaches for the site launch. Here's a new one. This is a look at part of our process I don't think we've shared before, how we think of our different "stories" in terms of color. After we pick from the submissions, Kate gets out the sample books to assign yarn to patterns, and she thinks long and hard about how to let colors work together to make coherent collections for each of the photo shoots. I don't know if you've ever noticed that color hangs together for each story or not, but at least you know that we think of it that way. I don't know how she does it, but I always admire the end result. I think this issue has particularly delicious palettes.



What else can you tell from this little abstraction? Count the blocks. Hm: Four stories. About 30 patterns. The biggest issue we've done so far. Really.

I think you're going to like it.