

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

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



London, United Kingdom – September 2020

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:

(marketing@stitchandstory.com)

www.stitchandstory.com

