

SARAH HATTON



DESIGNER PROFILE

Well established as one of the most popular premium handknitting brands, Rowan knitting yarns, patterns and magazines are available around the world. Rowan's strength and principle aim has been to develop with the constantly changing trends, to listen to its consumers and work closely with leading designers.



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Bridges by Carol Meldrum featured in Knitting + crochet Magazine Number 42

SARAH Hatton was born in St Albans and spent the early part of her life based in Hertfordshire. Having completed an art foundation course close to home she moved to Yorkshire to complete a degree in Fashion Design at Bretton Hall College, part of the University of Leeds. Sarah has been based at Green Lane Mill since 2004 and is part of Rowan's in house design team.

Taught to knit at the age of five, Sarah has always had a love of textiles and had a passion for dressing up as a child. As a teenager she showed a flare for customising her own clothes and was always up to the minute with fashion in her own dress sense.

Immediately after graduating, Sarah was offered her first job as a designer with a hand knit company. It was here she got to develop her skills in knitting, pattern writing and design. Sarah prides herself on the fact that since graduating she has always worked in the hand knitting industry.

Sarah's inspiration has a tendency to be garment shape and she rarely works in more than one colour, yet produces amazing wearable garments that explore and push the boundaries of shape and texture. Sarah has a keen eye for all the latest trends and through her work with Rowan Studio publications interprets these into wearable,

commercial knitwear.

Launching in September 2008 will be Studio 12 showcasing key fashion looks inspired by the latest catwalk trends. These small handy brochures have been instant collectables with studio 1 patterns still being highly sort after.

The studio shoots with quirky touches such as a nautical theme, or fun with balloons or feminine flowers are a real reflection of Sarah's design eye and unique style. Who knows in 30 years time we may be putting together an exhibition of these fashion forward magazines! - Start collecting!