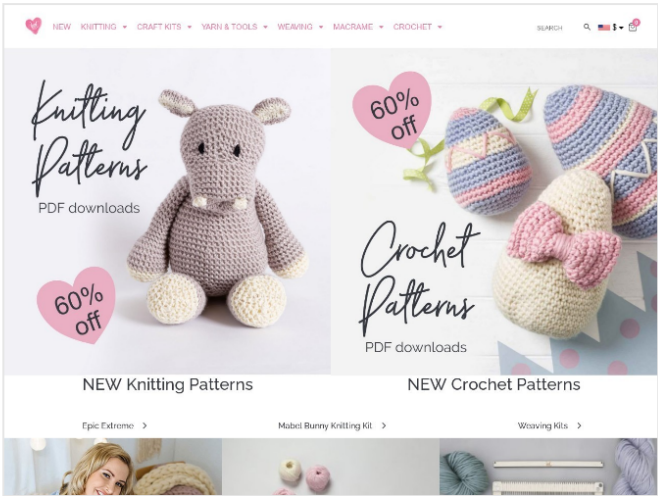




SHOWCASE

REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

Wool Couture



EXTENSIONS USED

- Facebook for WooCommerce
- Product Add-Ons

DEVELOPER

Genius Division

DESIGNER

Genius Division

CATEGORY

Clothing & Fashion

COUNTRY

United Kingdom (UK)

VISIT WEBSITE

<https://www.woolcouturecompany.com/>

Wool Couture are a leading designer and retailer of luxury yarns, DIY knitting and crochet kits, and DIY weaving and macramé kits.

Seeking to inspire and nurture artisans in their own handmade journey, Wool Couture design **stylish, unique kits** that are innovative, creative, accessible and ready to make for today's busy committed crafter and casual creative – giving these timeless hobbies a 21st century makeover.

The company are also able to create additional **product personalization options** and custom pieces for those looking for something a little more bespoke.

"From day one [Wool Couture] has been about designing, creating, making and sharing. I first began knitting and learning to crochet as a child and my interest in working with wool grew from there. Over the years I have used it as way of managing anxiety and depression, as well as a way of channelling my creative energies."

– Claire Gelder, founder

Founded in Yorkshire, northern England (the same region where most of the UK textile industry once clothed the world), Claire and her team put a unique **"Best of British"** spin on their designs, building their product range for a worldwide audience to enjoy.

Wool Couture additionally make their own wood-turned **tools** and laser-cut products in a dedicated workshop to complement their yarn and rope DIY projects. Enhancing the natural love affair between wood and wool, this practice is a unique aspect in this day and age.

The company firmly believes that they have an ethical duty to be a responsible buyer of the materials they work with – wool and wood. Only 100% pure merino wool is used, with no absolutely acrylics or synthetics permitted in any of their yarns.