

Knitting Friends - Let's knit together!

A large, transparent milkshake glass, two straws and a scrumptious raspberry and blueberry ripple milkshake.

But **United Colors of Benetton** isn't trying to stimulate our taste buds with its latest temptation for next Christmas...

The transparent milkshake glass is in fact a wool holder, with two knitting needles as straws, and the "contents" are 125g of red mélange wool with a blue streak.

Benetton, the world's leading knitwear manufacturer, couldn't allow knitting mania, the latest global trend, to go unnoticed and so it launches a fun, "practical" gift idea for Christmas: **Knitting Friends** - a knitting kit.

UNITED COLORS
OF BENETTON.

The kit includes helpful instructions for the knitting novice, with a pattern for a soft, fringed scarf, that will be worn with the pride of knowing it was handmade. Knitting is not just for the girls, there are lots of excellent male knitters.

Knitting is an addictive hobby, passed down from generation to generation to men and women of all ages across the world. These proud knitters meet up in theme-based cafés, and while sipping a cappuccino or tea, anonymous and celebrity knitting fans exchange the latest tips on plain and purl, casting off, cables or openwork. An excellent way to de-stress and to escape the world of technology, this time-honoured domestic craft is now making a huge comeback.

Knitting Friends by **United Colors of Benetton** is the very latest way to introduce as many friends as possible to knitting mania. Not the usual scarf under the tree this Christmas!

More information: +44 2074955482

www.benetton.com/press