

december news letter 2019



Welcome to the December rabbit hat designs newsletter. Wow, this last month has flown by. In this month's newsletter I wanted to delve into my favourite theme, nature! And why it is the main theme I work with. Nature is such a wide and rambling theme that is so full of inspiration.

I will be writing about where this theme started for me and why I am so into nature embroidery. In this month's newsletter the 'how to' I'm sharing is how to finish up a hoop by ruching the fabric at the back, which is a great way to tidy up a hoop at the end of your stitching. Also read on for two 2020 challenges I'm setting myself that you can join in with! I'll be sharing these challenges, how to ruche a hoop and my nature themes right after these quick updates...

updates 



I really loved being part of the improper city holiday market in Denver. There were so many awesome makers around and visitors to my stall! I had loads of great chats about embroidery and nature and it looks like some 2020 collaborations are in the pipes! Me, my embroidery and my etsy shop will be taking a little break over the holiday period from 24th-1st January, so any orders in this time will be shipped out first thing in January. I'm setting myself two challenges for 2020! One is a stitching challenge and the other is a plastic free challenge, check them out below and join in!

why nature?

I've been a huge creature and nature fan for as far back as I can remember. I grew up in a rural area surrounded by creatures and plants, making stick dens with my brother, with a conservation sister and a nature loving mum. My dad is also a huge plant lover, I remember his office cubicle overflowing with plants next to all the other blank grey cubicles. So me and nature were meant to be! I started drawing and painting animals mainly. When I began embroidering I found I couldn't get enough of nature shapes and patterns and was carried away with how much diversity there is out there! Embroidery lends itself so well to nature, with all the patterns, details and textures of plants and creatures. When thinking about animals and nature I'm always reminded of a Virginia Woolf quote where she writes about how words are so 'full of echoes, of memories, of associations – naturally...they have been out and about, on people's lips, in their houses, in their streets, in the fields, for so many centuries...they are so stored with meanings, with memories...' (Woolf, 1937). I think it is the same with animals, plants and nature. They are so full of connections, through experience, culture, outdoor and indoor encounters, film and stories.



Many of us have become increasingly disconnected from nature and animals and in areas around the world the wilderness that has provided safe harbour for nature and animals outside of homes is gradually disappearing along with the creatures and plants. One of my main loves is sharing creatures and botanics through embroidery, giving them a place in people's minds and spaces and connecting people with the awesome facts, folklore and diversity of plants and creatures. My two challenges for 2020 are all about increasing awareness and sharing the little things we can do to make a big difference to the natural world.

take part in my 2020 challenges

I have two challenges I'm setting myself for 2020. The first challenge is to be as plastic free as possible. The crazy amount of single use plastic is one of the biggest threats to nature and us. Once a month I'll be sharing a fun way to lessen single plastic use, please do join in if you feel like it and share your ideas or ways that you're avoiding plastic or if you've tried my ideas by reaching out to me or tagging me in a post. The second challenge that I'm setting myself in 2020 is to stitch an endangered animal on reclaimed fabric once a month and donate 50% of any profits from these hoops to WWF to help these animals out! If you'd like to join in with the stitching of endangered animals I'll be sharing which animal is coming up next on my instagram and here in my newsletter. The first hoop will be inspired by one of my absolute favourite animals, the tiger! If you'd like to join in with stitching and sharing a tiger or tiger inspired stitch of your own, just tag me and I'll share your stitching in my stories in January. The tiger stitches can be as simple or as complex as you like!



how to ruche the back



'ruche' isn't the official name ;)



1. Turn your finished embroidery over, so that you can see the back of your stitches. You may want to trim a centre metre or so from the edge of your fabric, remember to leave an inch or so of your fabric skirt around the edge of your hoop.

2. Take a long piece of thread of a similar colour to your fabric (enough to go all the way around your hoop with an extra 6-8 inches) and tie a double knot at the end. Thread it through the back of the fabric skirt, starting at the top near the screw.

3. Use a simple running stitch around the outside of your hoop. Keep about half an inch away from the hoop edge.

4. When you reach the knot where you started, pull the thread tight so that the fabric gathers up into the middle and tie it off with a few extra stitches over the knot.



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thank you for reading

Next month I'll share my first parts of my two 2020 challenges! And a 'how to' on adding felt onto the back of your hoop for a neat fuzzy finish. Wishing you all a wonderful holiday season!