

# sweater report

## spring knits show light weights and crochet

reported by deena campbell and gina goldblatt

### J Two NY Goes Chunky

New York-based J Two New York is pleased to add chunky knit sweater coats and sweater dresses to its fall/winter 2008 collection.

According to Natalia Majurinen of sales, the company is updating its looks to fit the contemporary category as opposed to the sophisticated novelty wear the company is known for. J Two New York is also experimenting with new body types and silhouettes as it adds new and improved cropped pieces, necklines, and swing coats.

"We are really excited about our sweater dresses," said Majurinen. "We noticed that a lot of designers are introducing sweater dresses and we figure it will be a huge hit for next year."

In terms of colors and patterns, J Two New York is looking forward to working with animal prints, metallics and earth tones, with a strong emphasis on novelty yarns.

As an added incentive to the updated looks for '08, J Two New York is offering matching belts to its sweater. The new accessories will be available in leather and patent leather.

"Because our sweaters are more updated than ever before, we are expecting lots of positive reactions...we are just so excited," said Majurinen.

J Two New York sweaters are available in specialty boutiques throughout the country and they are looking to expand into major retailers in the coming seasons. For more information call (212) 268-8316. — D.C.

### Personalized Knit Sweaters

At customsweaters.com, founder and owner Susan Feltman gives customers the ultimate option in personalized apparel. As the name suggests, each sweater knitted by Feltman is custom made. While there are seasonal fluctuations in color requests, such as the current demand for colors like tangerine and gold dust, the sweaters and knit products that Feltman supplies cus-

tomers with are just as individual as her customers themselves.

All of the sweaters made at customsweaters.com are made of pure 100 percent cotton and many of the styles have been inspired by magazine or movie images. In general, the company has two types of customers: those who are aching for a truly unique sweater, and the second type, who are referred to as "specially sized", meaning they are either very tall, petite, or round.



Susan Feltman

Interesting things Feltman has knitted include a bright orange vest, with large, round black buttons, striped briefs, a helmet for a model in a runway show, and a personalized barstool pillow with the customer's name hand embroidered on it.

"Perhaps my favorite piece, was for a professional cellist in London. I used silver metallic thread on the cello and bow strings," said Feltman. A version of a Rent inspired sweater was popular for a while at customsweaters.com, and requests for red and green striped horror genre sweaters roll around every Halloween.

Sweaters at customsweaters.com sell for between \$130 to \$350 dollars each, depending on the complexity of the designs. Customsweaters.com is an e-commerce website located at www.customsweaters.com and is based out of Leonia, New Jersey. — G.G.

### Elegance At Sweater.com

At sweater.com, longer lengths and higher quality materials such as cashmere and silk have been popular at this season.

According to the company the most important styles include off the shoulder knits, and snap cardigans. Sweater.com

features cardigan options with embroideries, a "tuxedo" cashmere and cotton blend style cardigan with beaded accents and a matching tank, as well as a v-neck with whipstitch detailing and a three quarter sleeve snap cardigan with sequin embellishments. Due to the focus being on the quality cashmere and silk blended products at sweater.com, customers choose basic colors such as black, heather gray, white, or chocolate.

Sweater.com is an e-commerce website located at www.sweater.com, which carries women and men's apparel from brands Zooey Apparel, b. chyll, and One Girl Who. — G.G.

### Mixed Media at Donnell

Spring sweaters at Donnell Group, according to the company's president Lillian Valiunas, include various crochet options, tunic length pieces, 2-fers, and light-weight layering pieces that go nicely over sundresses.

Some crochet sweaters that the company offers are mixed media pieces that include tapeyarn woven elements, which give the sweaters a chunkier appearance. A second popular spring sweater type is the tunic length sweater. Block sweaters will also be seen in the spring collection in color combinations such as gray, black and white, or a linen and chocolate mix. With spring bringing what Valiunas refers to as the dress movement, sweaters that compliment sundresses are very popular for the spring. Styles such as boleros or little tie shrugs have been made to wear with dresses.

Along the same lines, 2-fers, which is short for two-for-ones, is a style of blouse with an attached sweater vest, that gives the appearance of a layered outfit, with a lighter feeling more appropriate for spring.

Donnell group is an apparel manufacturer who carries After the Rain and Bask brand sweaters. FM — G.G.

This page, knit button-down top from Cryus, (212) 764-2555, ext. 7913. Email: vicky@cyrusknits.com.



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