



## New business Tailored—Knits That Fit provides handmade size-inclusive knitwear in natural, luxury fibers.

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A new business, Tailored—Knits That Fit, has begun providing handmade size-inclusive luxury knitwear for adults. Using a variety of all-natural, luxury fibers, the scarves and beanies are knitted entirely by artisans and will be sold online as well as at the company's own website. Custom and wholesale orders are welcomed. A limited selection of readymade items is currently on auction at eBay (see contact information below).

All items are routinely produced in three sizes to accommodate all body frames. Sizes offered are Infra (small, US sizes 8 and below, petite, "for those of short stature"), Median (medium, US sizes 10 through 16, regular, mainstream), and Ultra (large, US sizes 18 and above, tall, "for the large-headed", plus-size) for both men and women. Consumers need never again settle for a "one-size" scarf or hat that does *not* fit!

The natural fibers used in Tailored items are animal-based (alpaca, bison, wool, angora, and cashmere) and plant-based (bamboo, silk, linen, hemp, and Pima cotton). These fibers are ethically sourced and better for the wearer and the climate than synthetic materials. Wool is fire-resistant and capable of keeping the wearer warm even after getting wet, unlike acrylic yarn. Cashmere is eight times warmer than wool and allows the skin to breathe more easily than polyester. Bamboo is a sustainable crop and offers the same sheen and smoothness of silk. In weather that is not so cold, Pima cotton offers softness and comfort that nylon never could and is machine washable to boot.

The first products available for consumers will be scarves and beanie hats in two collections: Northern and Southern. The Northern collection items are made in a classic checkerboard stitch pattern at a fine gauge, and they are more dense and best suited to keep your skin warm in cold and windy weather. The Southern collection uses a simple knitted stitch and consists of two layers of fabric at a loose gauge; they are lighter in weight, and better suited for mild and temperate conditions. All colors are available for all preferences!

The company is committed to providing indulgent knitwear to discerning consumers who appreciate the quality of knitwear made by hand, since that appreciation reverberates throughout society. As the founder Natalie De Anda explains, "I want people to understand that when they care for themselves with these luxurious fibers, the joy they get out of it will inspire them to care more for others, and the better everyone feels, the better the whole universe becomes!"

### About Tailored—Knits That Fit

Tailored—Knits That Fit is located in Los Angeles, CA, USA, providing hand-knitting services, with readymade items available online. The company's intention is to create knitwear that accommodates the wearer's specific taste in fiber, color, size, and sensitivity at all times. Whether readymade or custom, the Tailored item will serve you reliably for many years to come, supporting your existing wardrobe and



honoring the unique aspects of your individual style. Not every fashionista is close friends with a knitter who has the time or skill to provide bespoke garments on demand, so Tailored—Knits That Fit is now available to fill that need.

Tailored website: [tailoredknitsthatfit.com/newsroom](https://tailoredknitsthatfit.com/newsroom)

Etsy shop: TailoredKnitsThatFit, [tailoredknitsthatfit.etsy.com](https://tailoredknitsthatfit.etsy.com)

eBay store: [tailored—knits\\_that\\_fit1](https://tailored-knits_that_fit1)

Pinterest: [@tailoredknits](https://www.pinterest.com/tailoredknits)

Instagram: [tailoredknits](https://www.instagram.com/tailoredknits)

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