

Participating Companies in 2018 CGOA Editorial Meet & Greet

We are so excited to provide you with a profile of each company participating in the Editorial Meet & Greet at the 2018 Chain Link Conference in Portland. This is a very unique opportunity for you to show your work (design, technical editing and contract crochet) to nationally and internationally respected company representatives for the purpose of forming business relationships. Each company completed a questionnaire providing us with information that is presented below to assist you in preparing for meetings with them.

Company: Red Heart

Type of Business: Yarn Company

Representative: Bobbie Matela, Inspiration Manager

Where will designs appear: website, social media, advertising, signage

Seeking:

Original Designs: Yes

Technical Editing: Yes

Pattern Testing: Yes (but seldom use)

Types of Designs: All types (garments, accessories, home décor)

Skill level: Beginner and Easy

Single or Collection: Single designs

Additional Information: Only interested in working with a firm deadline. We need to receive all patterns and other paperwork digitally.

Company: Leisure Arts, Inc.

Type of Business: Publishing

Representative: Tona Jolly, Editorial Publication Director

Where will designs appear: Publications and website

Seeking:

Original Designs: Yes

Technical Editing: Yes

Pattern Testing: No

Types of Designs: All types including garments, accessories and home décor

Skill level: Beginner to intermediate...some advanced

Single or Collection: Collections

Additional Information: Submission guidelines can be found at www.leisurearts.com/design-submission-guide

Company: Annie's
Type of Business: Publishing
Representative: Jackie Daugherty, Crochet Editor
Where will designs appear: Publications, website, pattern books, online instructional videos
Seeking:
Original Designs: Yes
Technical Editing: Yes
Pattern Testing: Yes (contract crocheters)
Types of Designs: garments, accessories, home décor, baby, child (garments and toys)
Skill level: Easy to Intermediate
Single Designs or Collection: Both
Additional Information: None

Company: Scheepjes
Type of Business: Yarn Company
Representative: Anita Mundt, Creative Director
Where will designs appear: YARN bookazine & After Party booklets
Seeking:
Original Designs: Yes
Technical Editing: Yes
Pattern Testing: No
Types of Designs: Garments, Accessories, Home Décor and Children's Items
Skill level: All skill levels
Single Designs or Collection: Both
Additional Information: I wish to see an example of your crochet (finished and blocked to submission standard) and a selection of design ideas on paper (drawings, sketches, stitch details, etc.). I will not be commissioning any items on the day of the meet and greet itself, but will be in contact via email afterwards to secure commissions.

Company: Immediate Media

Type of Business: Publishing

Representative: Sara Huntington, Commissioning Editor

Where will designs appear: Simply Crochet Magazine, print and digital

Seeking:

Original Designs: Yes

Technical Editing: Yes

Pattern Testing: Yes

Types of Designs: All types of designs considered

Skill level: All skill levels considered

Single Designs or Collection: Single designs

Additional Information:

1) Read the magazine and familiarize yourself with the style, content and different sections.

a) Style – it is important that what you pitch to the Editor matches the style of the magazine.

This means choosing designs and colour choices to reflect Simply Crochet’s modern, stylish look.

b) Content – make yourself aware of the different types of projects that appear in each issue – it may help you identify where your best chances of gaining a commission may be. Pitching 5 different shawl designs may be less successful than pitching a broader range of options including other accessories, homewares and baby items.

c) Different Sections – A knowledge of different sections within the magazine will impress a commissioning Editor. If you target these sections specifically with ideas, it will set you apart from the majority of other designers.

Remember – An Editor wants to know that you are keen to work for THEIR title and have researched and understand the publication. An “I want to get published (but don’t really mind where)” approach will be less impressive.

2) Presenting your ideas

Do not feel you have to produce a ready-made sample to show. In fact, this is not always what a commissioning editor is looking for as they are likely to tweak designs and change yarns to suit the issue they are working on. What they need to see is a good representation of inspiration in some kind of mood board, construction and style shown in a well-executed sketch and stitch pattern in the form of a swatch or photograph of a swatch. Please see the attached for some examples of excellent design submission documents to help you.

Remember, the more ideas you submit, the more likely are your chances of gaining a commission.

3) Be creative – Try to bear in mind that the commissioning Editors will get shown ideas for shawls and blankets, etc., every day. If you want your design to get noticed then you will need to show something creative and original and prove that you can execute it well and to deadline.

4) Technical Ability – you must make clear the extent of your pattern writing experience and whether or not you have grading knowledge. If possible, provide evidence.

Immediate Media/Simply Crochet Magazine continued

5) Your Expectations – British Magazines will rarely commission something on the spot and it is unlikely that you will be able to “sell” a design to an Editor at the conference simply because this is not the way the British system of commissioning works. The commissioning Editor will be on the lookout for new and original talent as well as technical expertise and designers who specialize in specific areas of crochet. They will be looking to understand and familiarize themselves with your style and body of work with a view to developing an ongoing working relationship. Your job in the meet and greet is to convince them that you are a person whose creative designs and commitment would make the basis of just such a relationship.

Simply Crochet Magazine Design Presentation Examples:



We look forward to meeting you!