

It's an Indie World

One of the things that I love about the knitting world is that it is filled with small businesses and independent craft-folk. The entire industry is small enough that even established businesses that some consider the "big guys" are still run by the family that started them.

The book industry is going through such a remix right now that there are also a ton of new ventures. Ravelry has made it possible for a small start-up to publish patterns and advertise cheaply, but the book market, well, that's another story. Cat Bordhi has helped a bunch of knitters learn how to self-publish, but that's not everyone's cup of tea, so Shannon Okey has come up with a cooperative press model, in which the publisher and designers share in the risk and benefits of a book, instead of getting a pittance up front and losing all rights forever to a design.

Of course, despite being a legitimate, profitable business, the banking world blanched at the word, "Knitting," so they are having to raise capital in a more community-oriented way: They've got a Kickstarter campaign going on, and they've already reached their \$10,000 goal -- you can contribute, and get some great prizes as well.

<http://www.kickstarter.com/projects/knitgrrl/cooperative-press-indie-fiber-fashion-publishing/widget/video.html>