



Expression Fiber Arts **Designer Program**



# How Does It WORK?

## Yarn Support

If you're an established designer and are looking to design with our yarn, we may be able to work together! We are selecting a few designers (both knit and crochet) to support. We would send the required yarn to you for your self-published pattern.

How does this work?

We would provide the yarn at no expense to you. You would design/ photograph/edit and self-publish your pattern and retain all rights.

If this idea seems delightful, reach out to us [here](#) with this information:

- Name and/or Company Name
- Design concept, including yarn weight, yardage and color family preferred.
- Photographs or sketches of your design swatches and concepts
- Social media and other marketing channels you'll use to market the pattern upon release.
- Proposed release date

We are happy to discuss cross-promotional options that are mutually beneficial.

Should we decide to move forward we will contact you with further details.

# A POSITIVE TWIST ON YARN

## EFA Designer

At Expression Fiber Arts, we love the process of designing beautiful knit and crochet patterns that inspire, uplift and bring joy to other crafting souls.

Our primary aim is to design knit and crochet patterns that appeal to beginners through intermediate levels. Adult garments and accessories are our primary focus, with sweaters and shawls being the bulk of our designs. However, we are always open to other ideas!

We seek to release a new pattern nearly every Friday, many with video tutorials, so clear communication, excellence and consistency are key.

Design compensation will be paid in one up-front sum with all pattern rights being retained by Expression Fiber Arts. Compensation will depend upon complexity of the pattern and will be discussed on a per-pattern basis.

If this lights you up, you may be a great fit for our design team!

Please apply [here](#) and include this information:

- Name and/or Company Name
- Design experience and area of expertise (knit or crochet?) *please include photos and links.*
- Goals you hope to achieve by working as part of our design team.
- What are your strengths as a designer and team collaborator?
- Why you feel you'd be a great fit for our team and when would you like to get started?

## Our Mission

Simply put, we strive to Inspire Joy.

We take inspiration from the world around us and turn that into yarn colorways and blends for you, in the hopes that it brings more joy, more excitement, more color, more self-expression and more creativity into your life.

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