

Stitch in TIME

YOU'VE GOTTA KNIT!

Knitting is my passion



Maddy Hann, 23, from Somerset, never thought her beloved hobby would become something bigger!

Sitting by the fire, I was absolutely fascinated by Grandma's knitting needles.

Watching as the material grew longer, I had no idea how she was doing it.

Knitting was like breathing for Grandma Susanne – she was always doing it.

From after-school dinners to weekend sleepovers at her house, knitting was always a constant in her life.

'Do you want to learn?' Grandma asked me.

I shuffled over to her armchair so I could awkwardly grab hold of the knitting needles.

Grandma explained it to me in a special way. I was only six years old and I struggled to understand at first.

'Just imagine the knitting needles are the chimney,' Grandma explained. 'And Santa is coming down to deliver presents.'

While it was a challenge at first, I kept the image of Santa crawling down the chimney in my mind – and over time, knitting came to me naturally.

Popping round to Grandma's most evenings after school, we'd sit and knit together – it was our thing.

We went shopping together for special yarns, too. I loved the weird ones with frills!

My first creation was a bright orange purse, made specially for my dad, Simon.

Beaming while handing it to him, I was so proud of myself.

Looking back now, it was absolutely hideous – but Dad

still took it to work.

Knitting became second nature to me after that.

I'd show off my creations to the elderly women at the Tuesday club my mum Nickey volunteered at.

Even in school, I found a way to weave in my knitting.

In Year 7, I knitted a tiny doll for my textiles project.

Everything was knitted, even the hair!

To this day, Grandma Susanne has it sitting on her car dashboard.

Knitting was like therapy for me, taking my mind away from my

academic struggles – it showed me that I could still succeed.

While I know that knitting is a stereotypical hobby for the elderly, most people don't realise how many things are knitted nowadays – even Calvin Klein boxers are!

With the rise of crochet and knitting on TikTok though, people are finally catching up!

And so I chose to study Knitwear at Nottingham Trent University in 2018.

Saying goodbye to Grandma Susanne, she pressed a little cup coaster into my hand.

Home is where the heart is was engraved on it – I still have it in my knitting studio today!

I had no idea what I wanted to do for a career, but I knew I loved knitting.

After university, I invested all my savings that I'd kept aside for a house deposit into a knitting machine

From knitting 10 hours a day to barely at all, it was my

Super stylish



Grandma Edith and me

way to get going again.

I had no expectations for where knitting could take me.

As long as I could make my family smile, that was enough.

But my mindset shifted when I received a message on Instagram in 2021 about a scarf I'd recently knitted.

Would you be able to knit this for me in a different colour? it read.

I was shocked – I never expected people to show such an interest.

Setting up an Instagram to share my knitwear in 2021, I was gobsmacked when two of my scarves sold instantly!

That's when it clicked.

Seeing my dad run the family business with my uncles, I'd always wanted to work for myself.

Here was my opportunity!

Sat in the garden munching on a Chinese with my boyfriend Josh, 24, and our friends Georgie and Miles, I explained I wanted to open my own knitwear shop.

But I had no name in mind. 'Why don't you use your

middle name?' Georgie said.

My middle name, Edie, came from my Great Grandma Edith, an infamous knitter in our family.

It was perfect and so Edith Knitwear was born.

My collections are named after my grandmas – Betty, Edith and Susie – I match the colour schemes to their personalities, too.

Using versatile Merino wool, it's perfect for knitting everything from summer clothes to winterwear.

Soon, the orders came flooding in and my Grandma Susanne helped fold the boxes and make the labels.

While Edith Knitwear is still my side hustle, I can't believe how far it's come.

Starting out as a sweet pastime with my Grandma Susanne, who knew I could knit my way to success!

● Follow @edith_knitwear on Instagram for more and visit: edithknitwear.co.uk