

CASE STUDIES & CURRICULUM SCENARIOS

Getting ready to launch CustomFit in your store, and not sure about the best way? Want to know what other stores are doing?

Here's a quick list of some of the most common ways stores offer CustomFit services, and some curriculum suggestions for the different options. Most of the time, a store will offer more than one of these models, at different price points for different levels of service. Most stores additionally offer a discount on these services when purchased with a sweater-quantity of yarn.

Remember, you know your store best! So give these a read, and then see what resonates for you.

Scenario 1: Everything but the patterns

Some stores offer CustomFit services only in a very lightweight way, mainly as a mechanism for improving yarn sales and their knitter's satisfaction with sweaters. Knitters pay for measurement and (sometimes) swatch services, and set up their own accounts for personal use, with no official shop account.

Services offered: Professional (but short) measurement and swatch appointments.

Curriculum ideas: Swatch appointments can include measurement services and answering basic "will this make a good sweater?" questions. This model ties in nicely with a store KAL or knit night.

Scenario 2: Classes First.

Many stores start off their Customfit offerings by requiring that anyone who wants a CustomFit pattern first take a sweater class, with measurements, swatch services, and patterns included as part of the class. Graduates of the class can then buy further CustomFit patterns a la carte. The class can either be multi-session over several weeks, or a single, full-day class where the student comes to class with their swatch already made.

Services offered: All-inclusive CustomFit services, offered in a group educational environment.

Curriculum ideas: For multi-session classes, start with a measurement class, followed by swatching, followed by pattern decisions/generation, followed by sweater-specific topics like shaping options, finishing, etc. For single-day classes, include at least the first 3 topics - with the caveat that the students will have to have swatches completed before the class session.

Scenario 3: A La Carte.

Another popular option is to let the individual knitter decide how much support they'd like for their pattern - and offer CustomFit services in a more a la carte way: Individual appointments for measurement, swatch, and design services; classes are offered individually to allow knitters to choose only those sessions of interest to them. No appointments are necessary before purchasing a CustomFit pattern from the shop.

Services offered: Professional (but short) one-on-one measurement, swatch, and pattern design services. Ongoing classes with individual sign-ups on sweater-relevant topics.

Curriculum ideas: Classes tend to be focused on the topics most relevant to sweater knitting - technique improvement for a consistent gauge, shaping options on sweater edges, finishing techniques, and adding stitch patterns to basic designs. Some CustomFit stores are now offering separate classes on "mashing up" CustomFit patterns with another design to get a custom-gauge, custom-measurement version of popular patterns.

Scenario 4: Boutique Service.

Finally, some stores offer CustomFit as a high-end, boutique service based on highly personalized, one-on-one interactions. These stores tend to schedule appointments ahead of time, only on certain days and times when they're sure to be able to give the knitter their full attention. Prices tend to be highest with this model of service.

Services offered: One-on-one measurement, swatch, and pattern design - both individually, and/or as a package.

Curriculum ideas: Swatch appointments include pre-swatching guidance and post-swatching analysis, and one-on-one selection of yarn suited to a particular design; pattern services include a new, custom design or thorough explanation (and possible tweaking of) an existing design; packages often include one or more private lessons on sweater-relevant topics.