The handicraft experts at BurdaCreative have launched a new knitting magazine across 16 international markets, called Burda Stricken. The first issue hit newsstands on 13th November, priced at €5.90. New issues will arrive every two months in 2020. Over 124 pages, the launch issue of Burda Stricken delivers more than 30 knitting ideas, with detailed instructions from simple to advanced, along with a look at current knitting trends as well as tips and tricks — all packaged in five different fashion editorials. The knitting samples from the magazine will also be available for digital download on Burdastyle.de in the course of the coming year.

An international focus from the first issue

Burda Stricken is the result of an international cooperation between the companies belonging to BurdaCreative in Denmark, France and Germany, as well as international licence partners. The magazine therefore appears in ten different languages in 16 countries from the very first issue.
"We would like to tap into the potential of the international handicraft movement, and inspire knitting enthusiasts throughout Europe. With the new magazine Burda Stricken we have realised the idea of designing and rolling out a new product for the international market right from the start."

Henning Röper, CEO BurdaCreative

This international approach is also reflected in the knitting materials chosen by the editorial team: special care is taken to ensure that the wool used is available in as many countries as possible, and not just in Germany. This allows readers to use the yarns suggested in the magazine, and obtain results that are as close to the original as possible.

‘Made by me, loved by me’

The team behind Burda Stricken was inspired by the current trend in knitting, which goes hand in hand with growing consumer demand for more sustainability and slow fashion. Burda Stricken magazine combines these themes in the field of handicrafts — because what could be more sustainable than making your own clothes and accessories, and wearing them with appreciation and awareness?

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