



Welcome to the Buttercup Miniatures November newsletter, with a special welcome to all our new subscribers!

Featured in the newsletter this month:

1. General News
2. Last posting dates for Christmas
3. Web shop news
4. Instantly downloadable patterns – feedback from Debra
5. Advent calendar project 2010

## 1. General news

### *Are miniatures becoming less popular?*

This was a discussion we had the other day in the office. Market size data is readily available for some products but sadly not so for dolls houses or miniatures. So we cannot easily see data on the number of people *buying* miniatures but one thing that is easily available is the number of searches entered into the Google search engine. If we accept that searching the Internet for a particular term or terms is an expression of interest then the results are intriguing. Generally speaking the searches for 'Dolls houses' and 'miniature knitting' have declined over the last 6 years. But every November there is a great peak in the search for Dolls Houses, presumably as Christmas present ideas. Miniature knitting does not show this seasonal trend. Also out of all the terms that include 'miniatures' only 17% relate to dolls houses or dolls house accessories. The rest are looking for soldiers, drinks or golf etc. We are not sure this proves anything except that despite the computer games many people still find Dolls houses and miniatures a rewarding hobby.

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## 2. Last posting dates for Christmas

Royal Mail has announced the last posting dates for Christmas. Some of these will fall BEFORE we send out the next newsletter, so if you want to order something from our web shop to arrive in time for Christmas please check the dates before you order. Although we will endeavour to send items out as fast as we can, if you order on the last posting date your order may miss the deadline and may not arrive in time.

### **Monday 6<sup>th</sup> December 2010**

South & Central America, Caribbean, Africa, Middle East, Asia, Far East (including Japan), Australia and New Zealand

### **Friday 10<sup>th</sup> December 2010**

Eastern Europe, USA and Canada

### **Monday 13<sup>th</sup> December 2010**

Western Europe

### **Tuesday 21<sup>st</sup> December 2010**

United Kingdom

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### 3. Web shop news

#### 1/12<sup>th</sup> scale crochet pattern bundles:

**CB 1** Tree decorations (2 patterns) £3.25

**CB 2** Door wreath and garland set (2 patterns) £ 2.50

**CB 3** Tree decorations -set of 3 patterns £ 4.40

Full details can be found on our web shop at: [http://store.buttercupminiatures.co.uk/miniature-crochet-patterns/crochet-pattern-bundles/cat\\_92.html](http://store.buttercupminiatures.co.uk/miniature-crochet-patterns/crochet-pattern-bundles/cat_92.html)

Most of the pattern bundles (including those listed above) are also available as instant downloads to purchase on Ravelry, giving an even greater discount, however you will need to place the individual patterns in your shopping cart to qualify for the discounts.

**Note:** If you wish to buy more than one bundle of patterns via Ravelry you will need to place an order for each bundle, as multiple discounts cannot be applied, so if you wish to buy the Door Wreath set **and** tree decorations set you will need to place **two** orders otherwise you will only receive discount on one bundle.

Please see the individual patterns on Ravelry for full details, as you may require **coupon codes** which are given in the pattern details.

Our instantly downloadable patterns can be found here: <http://www.ravelry.com/stores/buttercup-miniatures-frances-powell-designs>

#### 1/12<sup>th</sup> scale Hampers - Limited stocks

We are once again offering specially packed 'Hampers' on our web shop, filled with a selection of miniature items in 1/12<sup>th</sup> scale. We had many lovely comments about these last year. Some people bought them for friends, others for themselves and



Hampers containing a  
selection of 1/12<sup>th</sup>  
scale items



a couple of people said it solved the problem of what to put in the Christmas Present dip at their local Miniatures Club.

These are available on our web shop for £10.00 each plus postage.

See: [http://store.buttercupminiatures.co.uk/Dolls-House-Accessories/Gift-Hampers/Lucky-Dip-hamper/prod\\_1731.html](http://store.buttercupminiatures.co.uk/Dolls-House-Accessories/Gift-Hampers/Lucky-Dip-hamper/prod_1731.html) for full details

Don't forget that 'This month's special offers' category offers a varied selection of items each month. See:

[http://store.buttercupminiatures.co.uk/offers-this-month/cat\\_70.html](http://store.buttercupminiatures.co.uk/offers-this-month/cat_70.html) for details of all this months offers. Remember these offers will change on 1<sup>st</sup> December to new offers.

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#### 4. Instantly downloadable patterns on Ravelry

Following the last newsletter telling you about the downloads on Ravelry we received this e-mail from Debra in the USA:

Wow, where to begin on all the things I LOVE about the Ravelry download option? Of course it's great to have the patterns less expensive and free shipping. But I love the fact that on your Ravelry site I can get nice big pics (and often more pics) of each item and lots of info. And I LOVE the fact that when I purchase the patterns, they can be printed on full size sheets of paper with wonderful big photos.

But mostly I love the impulse-buy-immediate-gratification aspect. :-) I saw your current newsletter, hopped over to the Ravelry page, and just had to buy a couple patterns. I suspect that there will be nights when I come home tired from a long day at work and need a little pick-me-up. For only about \$2-\$4 US, I can instantly get another one of the great Buttercup patterns from my very long "Buttercup To Buy" list. What a deal! This is going to be fun!

I shall continue to watch your Ravelry page as the rest of my To Buy list comes online. I'm pretty sure this is the only way I'll be buying patterns in the future as it's just so perfect!

We are very grateful to Debra for allowing us to use her e-mail. The full list of instantly downloadable patterns can be found on our Ravelry store at: <http://www.ravelry.com/stores/buttercup-miniatures-frances-powell-designs>

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#### 5. Advent calendar project 2010

We would like to thank the people who sent us e-mails, following our request in the last newsletter for some feedback on whether people were interested in another Advent Calendar project this year.

Full details of the Advent Calendar project and materials required to make it will be published on our blog pages on November 30<sup>th</sup>, a new part of the project will be added each day from 1<sup>st</sup>-24<sup>th</sup> December. The project will stay online until mid January to allow people going away for Christmas time to print off the pattern, the pattern will then be removed.

For those of you who missed the 2009 Advent Calendar, the pattern (1:12<sup>th</sup> scale sampler cot cover) is now available to buy as an instant download from Ravelry (see above)

Frances

<http://www.buttercupminiatures.co.uk>

Please consider the environment before printing this.

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