

DEAR CROCHET DESIGNER, WE WOULD LOVE TO WORK WITH YOU!

Our team has worked hard to create a new, dynamic space for the world's most talented crocheters to showcase their work: Plyful. We invite you to collaborate with us by bringing in a creative new design that inspires you. Join us on this journey and let's create something truly extraordinary together!

Plyful is a crochet-only platform with a curated collection of patterns, live classes and events, tools to keep a Library of patterns and projects organized, as well as a thriving community of makers.

Here is what we are looking to create on Plyful:

1 CREATE A CROCHET COMMUNITY

A place where crocheters can meet on a regular basis, share their work, get to know each other and interact with designers they admire in a more personal way.



2 ELEVATE CROCHET

An educational space where people can learn new techniques, stitches and crochet hacks to elevate their craft. And not only that, but a place where they can find a curated collection of excellent crochet patterns.

3 SUPPORT INDEPENDENT DESIGNERS

To highlight the work of other incredibly talented designers and live by the “community over competition” motto.



4 MAKE A LIVING

Because wool won't feed your family, we make it our priority to create opportunities for fair remuneration for all parties involved.

Sounds Interesting?
Then check out the rest
of this informational
package to see how
YOU can be a part of it!
Learn more about
Plyful [HERE](#).



PLYFUL

HOW THE COLLABORATION WORKS



Submit a Design Idea

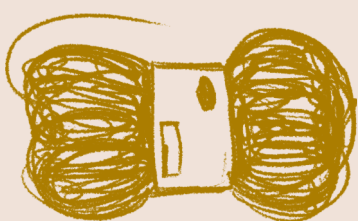
You have creative freedom, but seasonally appropriate items are preferred, as well as garments over accessories. Proposals must include the following:

- description of design + sketch
- sizes included in pattern
- yarn suggestions
- yardage requirements for size being made



Agree on terms

Designer fees and important dates are agreed upon and contract is signed.



Wait for Yarn Support

The yarn will be sourced for the designer and we'll do our best to get the suggested yarn or something similar that the designer agrees to use.



Deliver Pattern & Images

The tech-edited pattern and images of the item being worn must be submitted via email by the 15th of the month prior to the release date. Photos should be high quality, and the pattern must be complete and formatted according to Plyful's style guide.



Deliver Toolbox Materials

The Pattern Toolbox is our newest feature on Plyful - a page that contains all of the videos and resources from the pattern. For the toolbox, we ask that you record and edit 2 to 5 instructional exclusive videos that are 2 -10 min long.



Pattern is released

Pattern releases on the first Tuesday of the month and designer as well as design are highlighted throughout the month. The pattern can only be obtained by becoming a paid member.

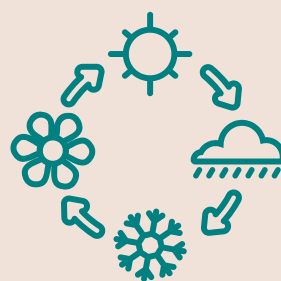


Live Interview

45 min - 1 hr live interview in which designer talks about themselves, the design and anything else they've been working on. Members will be able to ask questions via chat. Interview will be later shared publicly on YouTube.

Pattern rights are returned

After 12 months from release, pattern rights return to designer and they are free to sell it independently. If the designer agrees, the pattern will remain available for purchase on Plyful to members and non-members.



SOURCES OF REVENUE FOR DESIGNER

Designers can't live off yarn alone, which is why it is our priority to remunerate our collaborating designers fairly for their work - this includes the time spent making, designing, teaching and advertising. Please, make sure that you are happy with the agreed upon rates and fees.

These are the ways in which designers can earn through this collaboration



Design Fee & Download Bonus

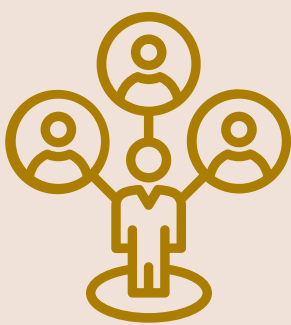
A one-time, agreed-upon design fee of \$100–\$300 USD will be paid upon pattern release, based on design complexity, techniques used, and size range. Additionally, designers will receive compensation for each download or sale during the hosting period. All fees are negotiable.



Live Interview & videos

Toolbox video content will be compensated at \$100 USD. Interviews will be paid at \$50 USD per hour, as they provide mutual benefits and enhance designer visibility. Any overtime for live events will be prorated accordingly.

Affiliate Marketing



Designers can join our Affiliate Marketing Program to earn a 10% commission on long-term subscriptions purchased through their unique link. This link will also be included in the description of their Interview once it is published on YouTube. Affiliate links do not expire, allowing designers to continue earning beyond their featured month.

Independent Sales

Once the pattern rights revert to the designer, they may sell it independently on their platforms at their standard retail price. If desired, the pattern can also remain in our catalog indefinitely while earning further bonuses.



Thank you gift

As a token of appreciation, all collaborating designers will receive a complimentary one-year Plyful subscription with full member benefits. This subscription, priced at \$79, holds a value of over \$600.