

The Rose Tree

A CRAFTER'S COMMUNITY

“Knitting is not just for your grandma anymore,” said Michelle Eppert, the manager of Rose Tree Fiber Shop. The Rose Tree is a local shop in Ames that has been in business for 24 years as of this December.

Rosemary Heideman, the owner of Rose Tree, opened her store in 1988 to help promote the use of all natural fibers in crafts, such as knitting, crocheting, hand-spinning, weaving and dyeing. In doing this, she created a community for crafters of all ages.

“Our prime demographic is women ages forty to sixty who are still in the work force but are empty nesters,” said Eppert. But Rose Tree has a wide range of customers, from young homeschoolers to women in their 90’s; they even have several men who enjoy the craft.

“I would say college students make up 10% of our demographic and I find they are usually fashion or engineering majors,” reported Eppert. “I think engineering majors enjoy it because they are programmed problem-solvers, so they like the challenge of making complicated designs with the fabric.”

Rose Tree also returns a show of support

for Iowa State by organizing a tailgate outside the front of the store for the Iowa/Iowa State game. They listened to the game via radio while knitting and grilling brats.

As fall closes in, Rose Tree prepares by planning out class schedules, because fall and winter are their high seasons. Knitting and crocheting is a popular past-time in winter months when locked inside due to frigid weather.

“We order new yarn and equipment along with rotating classes and socials to help keep things fresh,” said Eppert.

Rose Tree always welcomes new members, whether experienced crafters or those who are interested in learning. They have 30 classes covering all different skill levels in knitting, weaving, crocheting, hand-spinning, and dyeing.

Rose Tree Fiber Shop encourages the use of high quality, natural fibers in crafting by creating a sense of community among crafters in the local area.

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