

Official Press Kit — Makeloo Studio (2021–2026)

Welcome to the official press kit of Makeloo Studio (Makeloo Studio Laine Québec inc.). Inside, you will find the corporate presentation of the manufacturing workshop, our environmental and heritage mission, our sector certifications, our business distinctions, as well as our complete media coverage (print press, television, agronomic research, international events, specialized interviews and web).

1. About Makeloo Studio

Makeloo Studio is a Québec manufacturing and artisanal company, a leader in the revalorization of local fleece, eco-responsible textile processing, and the transmission of know-how tied to living heritage. Founded by Patrice Blanchet and master spinner Marcelo Martins, the workshop collects and processes raw fleece from sheep farms across Québec and Canada to design spinning-ready fibres, hand skeins naturally dyed with plants, eco-friendly felts and durable textile collections.

- Legal name: Makeloo Studio Laine Québec inc.
- Head office & processing workshop: 569, ch. de Lavaltrie, units 11-13, Lavaltrie & La Visitation-de-l'Île-Dupas (MRC de D'Autray, Lanaudière, Québec, J5T 0K6)
- Official website: <https://makeloo.com>
- Video platform & tutorials: Official YouTube channel @MakelooStudio
- Workshop & media phone: (450) 808-0428 / (579) 766-8228
- E-mail: makeloostudio@gmail.com
- Business sectors: Primary and secondary wool processing, precision artisanal spinning, custom yarn design for brands and shops, plant dyeing without toxic mordants, distribution of traced local fleece, textile workshop school and cultural mediation.

Mission & Areas of Action

- Circular socio-economy & zero waste: to keep raw Québec fleece out of landfill by creating high-value manufacturing outlets for regional sheep farmers.
- Full traceability of local fibre: to offer artisans, designers, specialty shops and manufacturers 100% Québec and Canadian wool, documented farm by farm.
- Transmission of age-old know-how: to bring the spinning wheel, the spindle, felting and natural dyeing to a wider audience through educational programs and group workshops in community, school and museum settings.

«Giving local wool its noble standing back: from the sheepfold to the yarn, a circular model serving our textile heritage and an outstanding local industry.»

2. Sector Certifications, Official Labels, Institutional Support & Affiliations

Makeloo Studio relies on recognized accreditations, public support and memberships in Québec, Canada and internationally:

Certification Marks, Federal Holograms & Sheep Sector

- «Les Produits du Québec» certification mark — Makeloo Studio - Laine Québec - CMAQ is an officially adhering company and manufacturer, attesting to the local processing and making of Québec yarns and textile products.

- Official federal certification holograms for Canadian wool (CWC / CCWG):
 - 100% Raised and Grown in Canada Certification: an official holographic seal certifying skeins and products made exclusively from 100% Canadian raw wool, raised, shorn and fully processed in Canada.
 - 50% Canadian Wool Mix / Blend Certification: a holographic seal certifying premium blends combining at least 50% identified Canadian fleece with other selected fibres (alpaca, mohair, etc.).
- Campaign for Wool Canada (Canadian Wool Council) — Workshop and brand officially listed in the national directory of 100% Canadian fibre and yarn processors and brands (Fibre, Yarn - Québec). An international initiative under the high patronage of His Majesty King Charles III.
- Canadian Wool Collective (CWC) — Certified workshop engaged in the revalorization of the Canadian wool value chain.
- Canadian Co-operative Wool Growers (CCWG) — Approved processing partner and valorizer of Canadian fleece.

Arts, Crafts, Museology & Institutional Support

- SODEC (Société de développement des entreprises culturelles) — Business financial assistance — Salon des métiers d'art & Plein Art (2022 and 2023) under commercialization support programs for craft trades, for participation in major national trade shows (Salon des métiers d'art du Québec in Montréal and Plein Art in Québec City).
- Canada Council for the Arts (CAC) — Artist and professional organization status recognized by the federal arts council for the creation and transmission of textile art know-how.
- CALQ (Conseil des arts et des lettres du Québec) — Grant recipient and territorial partner for the experimentation and development of regional fibres.
- Conseil des métiers d'art du Québec (CMAQ) — Listed professional business (Member record No. 12641).
- Conseil québécois du patrimoine vivant (CQPV) — Member organization dedicated to safeguarding and transmitting traditional spinning and wool-working techniques.
- MUMAQ — Musée des métiers d'art du Québec — Institutional member and craft-valorization partner.
- Société des musées du Québec (SMQ) — Professional member engaged in cultural and textile mediation.

International Textile Guilds & Societies

- Handweavers Guild of America (HGA) — Member workshop for spinning, weaving and dyeing.
- Textile Society of America (TSA) — Participant in research networks on the history of natural fibres.
- Surface Design Association (SDA) — International member for innovation in textures and plant-based dyes.

3. Media Coverage, Events & Highlights (2021 – 2026)

2025–2026 — Circular Economy, International Tours & Specialized Press

Québec Circulaire

- Recognition: Makeloo Studio, winner of the 1st Prix Initiatives Circulaires 2025 and 2026 - People's Choice, and 2026 - Start-up Business.
- Subject: Consecration of the workshop's zero-waste model and of the rescue of raw Québec fleece brought back into the textile ecosystem.
- Link: See the initiative profile on Québec Circulaire

Vogue Knitting Live (New York / International Editions, 2021–2025)

- Recurring participation: Invited expert panelist at the prestigious Spinning Panels and specialized conferences from 2021 to 2025.
- Content: Sharing expertise on the resilience of Canadian fleece, traditional and innovative wheel/spindle spinning techniques, and the valorization of rustic sheep breeds before a worldwide textile audience.
- Link: Vogue Knitting Live

The Review (Vankleek Hill, Ontario)

- Article: «Fibre Frolic keeps hundreds of people in stitches» (by Louise Sproule, October 27, 2025).
- Content: Spotlight on Makeloo Studio at the Vankleek Hill wool gathering, highlighting the quality of its 100% Canadian wool yarns and announcing the studio's presence at the European Barcelona Knits show.
- Direct link: Read the article in The Review

Barcelona Knits International Festival (Barcelona, Spain)

- Reach: Selection and presence of Makeloo Studio at this world textile art festival. Creation of signature plant dyes and development of exceptional yarns representing the Québec and Canadian fibre sector internationally.
- Information link: Barcelona Knits Festival

IRDA (Institut de recherche et de développement en agroenvironnement)

- Project: «Diagnostic et valorisation de la laine québécoise».
- Makeloo Studio's role: Technical testing partner on the spinnability and natural dyeing properties of Québec flock fleece.
- Link: Institut de recherche et de développement en agroenvironnement

Journal La Revue

- Article: «Une œuvre collective pour rassembler» (December 6, 2025).
- Content: Report on the community impact and the fibre-based mediation approach developed by the Makeloo Studio team (Tisser la mémoire).
- Link: Press archives — La Revue

2024 — Regional Television and Municipal Coverage

TVRM (Télévision Régionale des Moulins / Lanaudière)

- Program & video report: «Faufler Lanaudière : une région tricotée serrée» (March 4, 2024).
- Subject: Full immersion into the Makeloo Studio workshop: sorting raw fleece, carding, mechanical and hand spinning, and the pride of a regional identity-driven wool industry.
- Watch: The video report on TVRM.ca

Journal L'Action D'Autray & Journal L'Action

- Article: «Faufler Lanaudière : valorisation de la toison régionale à la Maison Bélisle».
- Content: Coverage of Makeloo Studio's initiative to revive the wool heritage and sheep breeds of Lanaudière.
- Link: Read the article in L'Action D'Autray

Revue Fibres

- Regular columns: A series of technical articles written by Makeloo Studio on the classification of the four major types of Québec fleece (fine, long, downy and rustic/primitive).
- Link: Makeloo columns and guides

2023 — National Trade Shows, SODEC, Youth Interviews and Grand Prizes

SODEC (Société de développement des entreprises culturelles) — 2023 Edition

- Program: Business financial assistance — Salon des métiers d'art & Plein Art
- Support granted: Financial and professional support for the commercialization and deployment of Makeloo Studio at the Salon des métiers d'art du Québec (SMADQ) in Montréal and at the Plein Art show in Québec City.
- Link: SODEC — Métiers d'art

Conseil des métiers d'art du Québec (CMAQ) — Interview & Plein Art Québec Show (2023)

- Event: Official participation and media interview at the Plein Art crafts show in Québec City.
- Theme: Spotlight on Québec textile creators, the resurgence of ethical spinning and Makeloo Studio's place in the revival of local fibres.
- Link: Portail Matières / CMAQ — Plein Art

Documentary Project & Interview with Cégep de Terrebonne Students

- Context: An in-depth interview conducted by students from the Cégep régional de Lanaudière à Terrebonne.
- Content: Field analysis of Makeloo Studio's business model, raising youth awareness of short textile supply chains, and the challenges of valorizing raw Québec fleece.

Grands Prix Desjardins de la Culture (31st Edition)

- Major distinction: Winner of the Métiers d'art Prize for the local fleece valorization program Les Fibres d'Autray.
- Finalist: Prix du Patrimoine (Heritage Prize).
- Press link: Article in Journal L'Action — Grands Prix gala | Announcement on MonJoliette.com

CALQ (Conseil des arts et des lettres du Québec)

- Territorial creation grant: Financial support for the development of artisanal spinning protocols using little-known local ewe fleece.
- Link: Conseil des arts et des lettres du Québec

2022 — SODEC, Sector Memberships and Brand Recognition

SODEC (Société de développement des entreprises culturelles) — 2022 Edition

- Program: Business financial assistance — Salon des métiers d'art & Plein Art
- Support granted: Institutional funding for Makeloo Studio to support its participation and manufacturing booth at the Salon des métiers d'art du Québec (SMADQ) in Montréal and at the Plein Art show in Québec City.
- Link: SODEC

Campaign for Wool Canada & Canadian Wool Collective

- Key milestone: Makeloo Studio officially becomes one of the first Québec workshops listed in the national directory for the full traceability of 100% Canadian yarns and fibres, bearing the official holographic seal.
- Link: Discover Canadian Wool directory

Launch of the Collective Brand «De par chez nous»

- Initiative: Co-creation of a local wool collective brand celebrating the distinctive qualities of Québec sheep-flock fleece.

Journal L'Action D'Autray

- Business distinction: Company named as Personality / Inspiring Business of the Year.
- Link: Journal L'Action D'Autray

2021 — Initial Conferences and Outreach Channel

Vogue Knitting Live (April and May 2021 sessions)

- International launch: First series of invited talks at Vogue Knitting Live to present the resilience of Canadian fleece and Makeloo Studio's workshop approach, launching the cycle of regular panels held through 2025.
- Link: Vogue Knitting Live

FibrArt Podcast — «Couleurs Locales» Episode

- Audio interview: An episode devoted to the launch of Makeloo Studio, the collection of fleece from Québec farms, and the artisanal plant-dyeing vat process.

Launch of the Makeloo Studio YouTube Channel

- Education & Media: Rollout of a free educational video library: sorting fleece in the grease, wheel spinning, carding basics and the chemistry of native dye plants.
- Link: Watch the videos on YouTube @MakelooStudio

4. Summary Table of Awards, Certifications, Holograms & Affiliations

Year	Organization / Institution	Title / Recognition	Scope
In effect	Canadian Wool Collective / CCWG	Federal hologram — 100% Raised and Grown in Canada Certification	Federal (Canada)
In effect	Canadian Wool Collective / CCWG	Federal hologram — 50% Canadian Wool Mix / Blend Certification	Federal (Canada)
In effect	Les Produits du Québec	Certified adhering manufacturer (local processing and making)	Provincial (Québec)
In effect	Campaign for Wool Canada	Listing in the National Directory (Fibre & Yarn — Québec)	Federal (Canada)
In effect	Canada Council for the Arts (CAC)	Professional sector recognition (Textile art / transmission)	Federal (Canada)
2025–2026	Québec Circulaire	Winner — 1st Prix Initiatives Circulaires	Provincial (Québec)
2021–2025	Vogue Knitting Live (New York / Worldwide)	Invited panelist & speaker — Spinning Panels	International (USA / Worldwide)
2025	The Review (Vankleek Hill)	Feature report — Vankleek Hill Fibre Frolic	Interprovincial (ON / QC)
2025	Barcelona Knits Festival	Invited brand & workshop — International presentation	International (Spain)

Year	Organization / Institution	Title / Recognition	Scope
2024	Conseil de la culture de Lanaudière	Finalist — Arts & Education category	Regional
2023	SODEC	Business financial assistance — Salon des métiers d'art & Plein Art (2023)	Provincial (Québec)
2023	CMAQ (Salon Plein Art Québec)	Interview & showcase of Québec fine crafts	Provincial (Québec)
2023	Cégep de Terrebonne	Student documentary interview on the circular economy	Regional
2023	Grands Prix Desjardins de la Culture	Winner — Métiers d'art Prize (Les Fibres d'Autray)	Provincial
2023	Grands Prix Desjardins de la Culture	Finalist — Heritage Prize	Regional
2023	CALQ	Textile research and development grant	Provincial
2022	SODEC	Business financial assistance — Salon des métiers d'art & Plein Art (2022)	Provincial (Québec)
2022	Journal L'Action D'Autray	Nomination — Personality / Business of the Year	Regional

5. Certified Products, Services & Makeloo Studio Workshops

Makeloo Studio serves the general public, artisans, and corporate/institutional clients alike:

Manufacturing Solutions & Retail Sales:

- Certified skeins with an official hologram:
 - 100% Canadian Fleece Range (Raised and Grown): Pure Québec and Canadian wools traced back to the farm of origin (e.g., Polypay, Dorset, Corriedale, Rideau Arcott).
 - Fine Blends Range (50% Canadian Wool Mix): Wools combining at least 50% selected Canadian fibres with complementary soft fibres (local alpaca, mohair, Bluefaced Leicester), pairing rustic authenticity with softness.
- Custom yarn design: Development of exclusive bases and yarns for knitting shops, private brands and independent dyers.
- Artisanal plant dyes: Shades obtained from bark, roots, onion skins and native flowers (goldenrod, tansy), free of toxic mordants or heavy metals.
- Spinning-ready fibres & raw fleece: Carded batts, roving and hand-sorted fleece for spinners and felters.

Workshop Catalogue & Cultural Mediation:

- Technical workshops: Introduction and skill-building in wheel and spindle spinning, decoding the four types of Québec wool, traditional jacquard and wet felting.
- Creative & wellness workshops: Frame weaving, collective embroidery, soap felting, activities adapted for seniors and schools (accredited under the RAAV scale).

6. Journalist Space & Story Angles

The Makeloo Studio workshop in Lavaltrie welcomes film crews, print journalists and podcast content creators year-round.

3 Recommended Editorial Angles:

- White gold saved from oblivion: How Makeloo Studio transforms a little-known farm by-product (Québec sheep fleece, often burned or landfilled) into an eco-responsible luxury yarn, certified by Les Produits du Québec and guaranteed by the federal 100% Raised and Grown in Canada hologram.
- From Lanaudière to New York and Barcelona: The story of a Québec workshop supported by SODEC and CALQ, whose spinning expertise and plant-based colours shine on the Vogue Knitting Live panels (2021 to 2025) and at the Barcelona Knits festival.
- Slow creativity against fast fashion: Why knitting and outdoor enthusiasts are embracing a return to pure local fibres, four-season durability and textile self-reliance.

7. Press Contact & Media Relations

- Entity: Makeloo Studio (Makeloo Studio Laine Québec inc.)
- Spokespeople: Patrice Blanchet & Marcelo Martins
- Media e-mail: makeloostudio@gmail.com
- Direct lines: (450) 808-0428 | (579) 766-8228
- Workshop & Boutique: 569, chemin de Lavaltrie, units 11-13, Lavaltrie (Québec) J5T 0K6
- Official website: <https://makeloo.com>
- Social networks & Videos: YouTube @MakelooStudio