



Permanent
Publications

New Book Information

Through The Eye Of A Needle

The true story of a man who went searching for meaning - and ended up making his Y-fronts
By John-Paul Flintoff

John-Paul Flintoff was the archetypal mindless consumer until one day he set out to find a purpose in life - and decided to make his own clothes

Through The Eye Of A Needle is a brilliant account of his journey - illuminating, enchanting and often extremely funny - arguing that the way we look at clothing influences the way we look at the environment, the economy and life itself. Few books written in our soulless times have such potential to transform people's minds so completely – while also making them laugh.

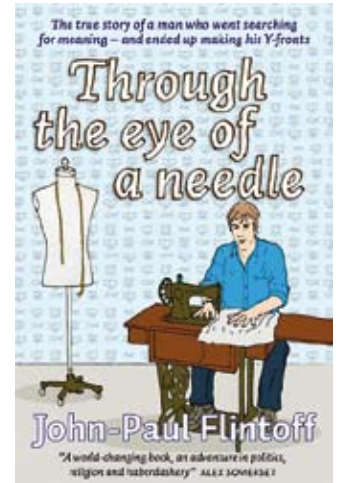
His encounters are by turns humorous and enlightening. He meets BBC TV's Jeremy Clarkson, Hollywood superstars Richard Gere and Daryl Hannah, spiritual teachers, politicians, call-centre and sweatshop workers, artists, Transition Town leader Rob Hopkins, Prince Charles's own Savile Row tailor and many others.

KEY SALES POINTS:

- ▶ *Through The Eye Of A Needle* taps into several urgent trends: frustration about mainstream politics; intense debate about religion; dismay at the effects of globalisation; the search for a more fulfilling life; an upsurge in crafts. Many books have tackled these issues but few have told such a cheerful, inspiring story.
- ▶ Has the potential to be an unexpected Christmas hit.

HUGE MEDIA INTEREST:

- ▶ Huge media interest: Front page of the News Review in *The Sunday Times*, with 3m readers; Interview in *The Financial Times* (global edition); Confirmed features and interviews in *Easy Living*, *Esquire*, *The Ecologist*, *Permaculture*, *Re:Act* (in-house mag for UK co-ops), *Sojourners* (American Christian magazine with millions of activist readers), *Source* (John Lewis and Waitrose in-house mag), *Ham & High* (author's local paper), *New York Magazine*.
- ▶ TV coverage includes confirmed interest from Blue Peter and likely spots on GMTV, The One Show, and Loose Women.
- ▶ Online craft and clothes-making channels. Many blogs with enthusiastic readers.
- ▶ Radio interviews confirmed, including Radio London and Radio 4.



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16 b&w photographs

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File:
Non-fiction
Memoir
Self-improvement

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ADVANCE PRAISE FOR Through The Eye Of A Needle

“I don’t really understand what you are doing, but I wish you every success”
Vivienne Westwood

“A world-changing book, an adventure in politics, religion and haberdashery. One day it will be recognised as a classic”
Alex Somerset

“Combines the cheerful idealism of Tom Hodgkinson with the well-meaning cluelessness of Danny Wallace, and a commitment to the DIY ethic not seen since William Morris started stringing his first loom”
Mark Bailey

“Does this mean that you’ve been knitting and crocheting awesome things for your daughter?! Cool!”
Betsy Greer, author of *Knitting For Good*

“I think it is chic to have darned your own clothes”
India Knight (speaking to the author)

“It seems, and I’m grinding my jaws as I type this, that his time has come”
Harriet Green (the author’s wife) quoted in *The Observer*



ABOUT THE AUTHOR:

John-Paul Flintoff is a well-known writer on Britain’s best-selling upmarket paper, *The Sunday Times*, and regular broadcaster.

His writing has attracted compliments from the documentary maker Michael Moore, the stage and film director Richard Eyre, and the late Nobel-winner Harold Pinter (“Very good. Very funny... In fact, it made me laugh”).

He has also worked as a bin man, scuba diver, poet, taxi driver, assistant undertaker, tailor, gardener, high-wire window cleaner, very amateur boxer and rat catcher.

Excellent media potential.

John-Paul Flintoff’s previous book, the personal account of state education, *Comp: A Survivor’s Tale*, attracted huge media attention and sold over 10,000 copies.

