

# E-Swatches™

The online magazine of The American Sewing Expo™  
"The Novi Show"



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## *The Eye of the Needle*

...notes from the editor

*Janet Pray*  
E-Swatches Editor



With the 2008 expo behind us we are very pleased with the outcome, and judging by the feedback we have received, it seems you feel the same way. The success of the show is in large part due to you so we want you to know how much we appreciate your support – Thank You! And a special thank you goes to our honored guests, Rob and Corrine from ThreadBanger.com, Carmen and Carmia of Sistah’s

of Harlem, New York fashion designer Kenneth King and John Murphy of Stupid Creatures.com.

Every year at this time we wonder how next year’s show will ever top the last one but it always does. We are already working to bring you the finest in exhibits, vendors, classes, contests, fashion shows and interactive events for 2009. After the show we read all the class critiques and customer surveys to hear what you have to say and we make every effort to review and refine each aspect of the expo. This was the second year for the very successful Sew Experience Café and the Baby Lock Passion for Fashion design challenge, and in '09 we plan to “kick-it-up” a notch. Be sure to watch future issues of e-Swatches for more details. Our new interactive event, the Re-Construction Zone, was a huge success thanks in part to Rob and Corrine from ThreadBanger.com and Carmen Webber and Carmia Marshall from Sistah’s of Harlem. Hundreds of blue jeans were cut apart, embellished and re-constructed into bags, iPod holders and other creative, green projects. Mark your calendar for September 25 – 27, 2009.

One of our expo points of pride is Swatches, the show program and magazine with informative articles and vendor information. One of the how-to articles in this year’s Swatches was, Christmas Stockings on a Long-Arm Quilting Machine (page 36). We would like to offer our sincere appologies to Merrily Parker who was not given credit for her article, Check out Merrily’s website at [www.merrilywequiltalong.com](http://www.merrilywequiltalong.com).

*continued on page 2...*

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We hope you saved Swatches for contact information for all vendors and great how-to articles for quick gift ideas. Hopefully you came away from the expo inspired to create many gifts for the Holidays.

Gift giving can be made easy by asking for a gift certificate for next years show. Show packages and pre-show classes will be available for purchase at 2008 prices only until Dec. 31, 2008. Please refer to our website for the 2008 registration brochure where package details and prices are listed. Oh, did I forget to mention that you will be able to pre-

register the day before we open to the public? Yes, you will be able to mail in your registration early or call us the day before we open to everyone else with your class choices.

Gift certificates are also available for our fabulous trip to New York City. The details of this trip are in the following article on this page.

Purchasing gift certificates is easy and make wonderful gifts for yourself, your mother, your sister or your friend. Just call the American Sewing Expo office at 248-889-3111

Monday – Thursday, 10:00 am – 4:00 pm.

## Dreaming of New York City?

**ASE NYC Fashion Tour ~ April 18 - 24, 2009**

This could be the trip of your dreams, and your chance to go behind the scenes in New York's fashion district. We will meet on Saturday at our hotel conveniently located near the garment district and have a get acquainted reception.

Your guides on this tour will be Marsha McClintock, owner of Sew Many Options Tours, and Marla Kazell.

Activities will begin Sunday morning with a private half day bus tour to give you an overview of this fabulous city. During the week we will visit designer Koos van den Akker's workroom and showroom, have a private showing at FIT's clothing collection and visit their museum exhibit. At the Metropolitan Museum, we will have a guided tour of their costume exhibit. We will also spend time visiting many of New York's designer fabric and trim stores. An evening at a Broadway musical is planned along with a private tour at Simplicity Pattern Company.

You will see New York's most spectacular view from the Top of the Rock; see Manhattan on a Circle Line boat tour plus some additional surprises.

There will also be free time to explore New York. This tour requires lots of walking so get some comfortable shoes and start walking.



Space is limited to 22 so don't delay.

Cost: \$1995. Double Occupancy

Single Supplement: \$800.

Includes:

- 6 nights (Double Occ.) at the Comfort Inn, Times Sq.
- Get Acquainted reception Saturday evening
- Private Half Day City Bus Tour & 7 day Bus/Subway Pass
- Admissions for all Activities
- Broadway Musical (Orchestra Seats)
- Boat trip around Manhattan
- Rockefeller Center & Top of the Rock
- FIT private behind-the-scenes costume collection
- Metropolitan Museum costume exhibit visit
- Designer Work Room visits
- Shopping for fabric in the garment district
- Farewell Dinner
- Tips & Gratuities



2007 Passion for Fashion Winner - Carolina Torres



# Cutting Edges

## ASE RE-CONSTRUCTION ZONE ASE



Don't worry if you missed the Re-Construction Zone this year, it will be back in 2009. Thanks to all of those who participated and to all the Re-Construction Zone crew.

From left to right; Barb Darnell, Nancy Fiedler, Jennifer Huggins, Luveta Nickels, Corinne Leigh, Rob Czar, Carmia Marshall, Carmen Webber, Kathy Errico.

Corrine Leigh, Rob Czar  
From ThreadBanger.com



# Winners • Winners • Winners • Winners • Winners • Winners



## Dream Sewing Room Winner

The 2009 lucky winner of the a Dream Sewing Room was Vicki Nicely of Canton, MI.

Vicki won Bernina 830 Sewing Machine, Bernina Serger, PGM-Pro Dress Form, Creative DRAWing Software, Rowenta Steam Generator, Haberman Fabrics Gift Certificate, Ergonomic Advantage Perfect Sewing Chair, Arrow Cabinet and much more.

Pictured here from left to right Janet Pray, president of ASE, Vicki Nicley, the lucky winner and Jessica Johnson, Sales Director, ASE.



Krystal took home a Husqvarna Viking Emerald 183 (shown here presented by Jessica Johnson of the ASE), PGM-Pro Dress Form, \$100 Haberman Fabrics Gift Certificate, Islander Sewing Systems Easy Zippers DVD and American Sewing Expo Tote Bag.



Innovation Generation  
Grand Prize Winner  
Krystal Lyn Ericson of Funk, NE

# Winners • Winners • Winners • Winners • Winners • Winners



## “Art of the Quilt”

Grand Prize Winner - Wendy Brabo, Lapeer, MI

Viewed from left, center and right sides, Wendy’s quilt presented sunrise, mid day and sunset. She took home a Viking Sapphire 850 Sewing Machine.

Wendy placed both Grand Prize and 2nd Place. Congratulations Wendy.



1st Place

Pam Reed of Shelby, OH

She won an ASE All American Package for 2009



2nd Place

Wendy Brabo (pictured above)

She won an American Sewing Expo Gold Star Package.



3rd Place

Lynn Gilles of Presque Isle, WI

She won an ASE Silver Needle Package for 2009



# Baby Lock **PASSION** *fashion* FOR Sewing Challenge

## 2008 Baby Lock Passion for Fashion Scenario

The challenge was to create an outfit that goes from the work place to an evening event. The contestant was asked to explain “who she is”, where she works and what the evening event is. They also needed to base the outfit on one of the following four elements of nature; earth, wind, fire or water. They had 30 minutes to sketch and or select a Simplicity pattern (optional) for a sloper.

Next, starting at 9:00 AM they had 1 hour and \$100 to shop for the project.

After shopping, the contestants returned to the Baby Lock Passion for Fashion Sewing Arena to create their challenge garments. There they designed and sewed all day Friday and Saturday. Their finished entries were presented in a runway fashion show at 6:00 PM Saturday.



*On the catwalk and looking great! All 12 contestants finished on time with beautiful entries!*



*Saturday afternoon and Angie Wolf is putting the finishing touches on her entry - still smiling!*

The mentors were award winning fashion designer, Kayla Kennington and her assistant Becky Fulgoni, the second place winner of the 2007 Baby Lock Passion for Fashion. For assistance with the sewing machines and sergers, Chris Tryon from Baby Lock was in the Arena.



1st Place winner Angie Wolfe of St. Joseph, MI, with her model and Janet Pray, President of The American Sewing Expo.

Angie won a Baby Lock Espire Sewing Machine, American Sewing Expo Trip to New York City and a Prim Dritz Dress Form.



Second Place Winner Diane Sladowski of Riley, MI, with her model and Sandy Dascanio, Sandy's Sew & Vac. Diane won a Baby Lock Evolve Serger.

Sandy Dascanio of Sandy's Sew & Vac presents third place winner, Raminta Vilkiene of Livonia, with the Baby Lock Decorator's Choice Sewing Machine.



All 12 contestants received

- a pair of Kai Scissors
- ASE Tote Bag
- Islander Sewing Systems Easy Zippers DVD
- Rowenta Professional Steam Iron

On the following two pages you will find pictures of all 12 contestants garments.

## 2008 Baby Lock Passion for Fashion challenge garments.



*Erin Miller  
Toledo, OH*



*Eve Kovacs  
Woodridge, IL*



*Angie Wolf  
St. Joseph, MI*



*Virginia McConnel  
Richmond, VA*



*Diane Sladowski  
Riley, MI*



*Kristine Fisher  
Charlotte, NC*



*Kerry Charles  
Apopka, FL*



*Raminta Vilkiene  
Livonia, MI*



*Kelly Marie Chaffin  
Wheelersburg, OH,*



*Karen Whitehead  
Springfield, OH*



*Golden Skyy  
Pittsburgh, PA*



*Brett Bischoff,  
Cassopolis, MI*