

E-Swatches™

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



In this issue...

Eye of the Needle	page 1
Cutting Edges	page 2
Drafting Table	page 3
Cash from Hobby	page 3
Trivia Question	page 3
Working at the Expo	page 3
A Great New Sponsor	page 4
Embroidery Extravaganza	page 5
Passion for Fashion	page 6
Re-Construction Zone	page 7
Snippets	page 8
Show Tips	page 8
Car Pools and Roommates	page 8

The Eye of the Needle

...notes from the editor

Greetings Expo Enthusiasts,

It's now just 10 days until the expo begins. We hope you are as excited as we are to see all the fabulous exhibits, events, sewing celebrities and classes. Speaking of celebrities, Clotilde, one of our favorite presenters will join us this year on Friday only. Clotilde retired two years ago after a long and successful career in the sewing notions business. She created the sewing notions catalog, *Clotilde*, that still exists today under new management. . You can meet with her to say hi, or to ask any questions concerning sewing, notions or sewing businesses.

She will be in the Special Events Lounge at the far end of the center aisle on the vendor floor in Hall A. You can visit with her from 10:30 AM to 12:00 noon and again from 3:30 PM to 4:30 PM.

Let us know what you think!

While you are attending this year's ASE we hope you will help us by filling out a show survey. It will take only a few minutes and our Show sponsor this year, Coats & Clark would like to give a gift to the first 500 who fill out a survey form. Remember, this is your show and we need your input to provide the very best sewing expo in 2009. To obtain a survey form and collect your gift, please go to the Information Station in Hall A.

Important Dates and Deadlines:

- Registration Brochure available online Now!
- Registration Brochure available by mail
- or local stores
- Last day to Pre-Register **Now!**
- Pre-Show Workshops **Sept 17***
- The Expo Dates **Sept 24-25**
- Sept 26-28**
- New extended deadline**

Janet Pray
E-Swatches Editor



Cutting Edges

...keeping up with fast changes!

Don't miss the Sistahs!

In 2001, SISTAHS OF HARLEM came into existence when the fashion designer and stylist



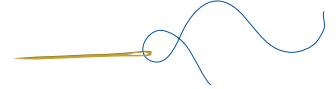
“Sistahs” joined together to create a small collection of revamped vintage t-shirts. Selling them at street fairs throughout New York City, they quickly developed a large following of clients

who appreciated their unique version of “Street Couture”. Lead by President and Chief Designer Carmen Webber and Vice President and Chief Financial Officer Carmia Marshall, SISTAHS OF HARLEM has grown to become an international brand encompassing a full collection of ready to wear garments reflective of the rich cultural and creative legacy of Harlem. Their designs are a mixture of urban street fashion and high Parisian style. Their combined extensive experiences in the fashion industry make them “fierce”.

If you are a follower of Project Runway you may remember Carmen from Season 4 or have seen her on the LOOK FOR LESS on E TV. In addition, she is an accomplished model and loves music, visual arts, performing arts, martial arts and dance.

A Michigan native, Carmia was born and raised in Flint where she had dreams of becoming a dancer. She is a cum laude graduate of Howard University with a degree in Arts in Communications. Carmia is now a wardrobe stylist for film and TV. Her credits include *War of The Worlds* with Tom Cruise & Dakota Fanning, *El Cante* with J. Lo and Mark Antony, *The American Gangster* with Denzel Washington, *I love My Wife* with Chris Rock.

The brilliant duo of Carmia and Carmen will be available in the *Re-Construction Zone* on Friday and Saturday to sign their latest book, *Denim Mania* (the schedule will be posted in the “Zone”). Be sure to sign up for their lectures, *Denim Mania* and *Revamped Looks for Less* offered on Friday and Saturday (see page 11 of the registration brochure). Then join us on Saturday night for our own version of *Project Runway* titled *Baby Lock Passion for Fashion*, where Carmen and Carmia will be guest judges.



Parking at the expo;

One day	\$5
Four days	\$12
Five days	\$15

Note: To receive the special multiple day rates you need to tell the parking attendant the first day you arrive.

Handicap parking is available at the expo center; however you must arrive very early to obtain a space close to the building. We have a larger than average number of attendees who qualify for handicap parking spaces and many of them arrive early in the morning. Note; it is possible to have someone drop you off at the front door and return to pick you up without incurring the parking cost.

Bringing Your Machine

If you are bringing your machine to a workshop you may bring it on a wheeled cart. Carts with wheels are not allowed on the vendor floor only! You may store your cart and machine at the secure package check Friday thru Sunday for a nominal fee. Please make note of the NO stroller rule. For those with very small children, it's important for you to know that we cannot accommodate strollers on our crowded vendor floor. Strollers can be used in the concession area in Hall B only. Also note, we do have some limited sewing activities for children ages 8 to 10. Ages 11 and up are encouraged to participate in all activities at the American Sewing Expo.

Drafting Table... Cash from Hobby?

...Innovations and Ideas! ..Make money – Have fun!

Designer Clinic

Last year the Fashion Design Clinic was so popular we are repeating it again this year. If you are interested in fashion sewing and would like to develop skills in fashion illustration, correct fabric and pattern choices, and add some slick professional sewing techniques that cut your sewing time in half this is the class for you. To learn more about this class held on Sunday of the expo, see page 15 of the registration brochure. If you do not have your brochure yet, go to our home page (upper right corner) to download your copy.

Decorator Clinic

Where do I start to decorate my home? Is this your quandary? Then we have a brand new clinic just for you. In this 4 hour class on Sunday, September 28th you can learn from a pro just how to set-up and decorate a room in your house. Donna Babylon of More Splash than Cash Decorating will help you eliminate the worries; does this print go with that stripe, am I choosing the right color scheme, which furniture should go where, etc. For more information on this class see page 15 of the registration brochure.

Working at the Expo

We still have a few openings for volunteers in classrooms, any or all three days (Fri - Sun). If you would like to have fun by working in our Sew Experience Cafe' you could receive the digitizing software from Creative DRAWings a \$799. value. To learn more about volunteering in the classroom, working at the cafe' or working for a vendor contact MaryLynn at francisco2135@charter.net

Realize Your Dream!

So you want to go into business for yourself. Wouldn't it be wonderful if you didn't have to leave home to do it? And moreover, wouldn't it be wonderful if you could make money doing something you already love to do? Brother has just the class for you.



It's 4 hours jam-packed with all the basic information needed to start your own home-based machine embroidery business and it's offered on Wednesday September 24th and Thursday September 25th. To learn more about this class see page 5 of the registration brochure.

The Trivia Question for this Issue is

...

Who was "auf'd" on last week's Project Runway (September 10)?

Winner will receive two free tickets to the Passion For Fashion Show 6:00pm Saturday, September 17, 2008.

Email your answers to watastitch@comcast.net
All readers are eligible to win that have not won the Trivia challenge previously this year.

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Last eSwatches winners of the trivia question

"Who is the king of couture sewing?"

are

Marty Large Toledo, OH

Christine Grzegorzcyk Kawkawlin, MI

The correct answer was "Kenneth King" who is appearing at the Expo this year!

A Great New Sponsor

This one will keep you in “stitches” – literally!

Coats & Clark introduces the next generation of sewing thread!



We are pleased to welcome Coats & Clark as the official thread for the 2008 American Sewing Expo™! This new thread is exciting and a wonderful new edition to the thread selection that Coats & Clark offers. I have used it myself in two projects and found it to be some of the best thread I have ever used. I highly recommend that you try it, you'll like it! Here's what they have to say about it:

New Coats Dual Duty XP®, the “X-tra” Performance thread, combines advanced technology from Coats with nearly 200 years of thread-making experience. New and unique manufacturing processes are applied to Dual Duty XP's polyester-wrapped, core-spun construction creating a thread that provides enhanced seam appearance and makes sewing trouble free. Dual Duty XP is smooth and

strong—it sews perfectly on all machines from vintage to today's most advanced.

Available in three sizes-fine, general purpose and heavy; there is a Dual Duty XP for any fabric from delicates to denim.

Dual Duty XP's new updated range of 342 colors means you will always find the right color for every sewing & quilting project. Dual Duty XP is offered in a variety of yardages and is wound on new trap spools that hold the thread neatly and securely. Spools and labels are color-coded so you know the thread type at a glance.

To learn more about this new thread visit the Coats & Clark booth on the vendor floor. And to receive a coupon for one free spool, be one of the first 500 to fill out the show survey at the Information Station.



Janet Pray
president - ASE



Embroidery Extravaganza

Fashion Show

See the best of the best! Embroidery designers from all over the country have sent their favorite embroidered garments for this Extravaganza.

We proudly welcome Creative Machine Embroidery magazine as the sponsor of our very first "Embroidery Extravaganza" fashion show. Ellen March, editor of CME will be our commentator. It is sure to be an inspirational event! It's one time only; Friday from 11:30 to 12:30 on the Threads fashion stage, and it's FREE!

Proudly Sponsored by...

**Creative Machine
Embroidery
Magazine**



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



Three ways to enjoy the Baby Lock Passion for Fashion sewing challenge

1. Stop by the Baby Lock Sewing Arena early on Friday to learn about the special challenge.
2. Visit often throughout Friday & Saturday to watch the contestants' progress.
3. Join the fun Saturday at 6:00 PM by attending the fashion show and judging. While the judges deliberate, special guest and New York fashion designer, Kenneth King will entertain us all with a lively presentation on the Creative Process.

The Grand Prize winner will win a Baby Lock *Espire* and a trip to New York with Sew Many Tours (page 13).

Second place will win a Baby Lock *Evolve*

Third place will win a Baby Lock *Decorator's Choice*

Tickets are a bargain at \$25 and each audience member receives a Free "Goodie Bag" provided by Baby Lock. The bag and it's contents equal a value of \$50.

Seating is limited.

With Special Guest
Kenneth King

Congratulation to the 12 finalists to the 2008 Passion For Fashion Challenge:

Brett Bischoff, Cassopolis, MI
Kelly Chaffin, Wheelersburg, OH
Kerry Charles, Apopka, FL
Kristine Fisher, Charlotte, NC
Eve Kovacs, Woodridge, IL
Virginia McConnell, Richmond, VA

Erin Miller, Toledo, OH
Golden Skyy, Pottsburgh, PA
Diane Sladowski, Riley, MI
Raminta Vilkiene, Livonia, MI
Karen Whitehead, Springfield, OH
Angie Wolf, St. Joseph, MI



baby lock USA[®]
Sergers and Sewing Machines





RE-CONSTRUCTION ZONE™



GO GREEN WITH BLUE JEANS



Proudly Sponsored by
JANOME



Join Junk Jeans expert Luveta Nickels as she hosts our blue jean revival. Experience first-hand how to take an old pair of jeans you might have thrown away, and turn them into something useful again. Go home with a plethora of project ideas that can catapult a pile of old jeans into fun and profit!

Here's how it works; bring an old pair of jeans (any size child to adult) and join us at the Re-Construction Zone™ for a creative sewing experience. In just about 30 minutes you will walk away with a "Green Jeans" project you can be proud to show off.

Don't have an old pair of jeans? We'll let you have one of ours as long as supplies last. Or you can

bring a good pair of jeans to the "Zone" and embellish them with machine embroidery on a professional 4 needle embroidery machine, the Janome MB4. There's truly something for Everyone! Entrance to the Re-Construction Zone™ is on a first-come first-served basis and is only \$5 per visit.

Friday and Saturday, meet special guests to the "Zone", The ThreadBanger Duo, Rob and Corinne and Carmin Webber and Carmia Marshall, authors of *Denim Mania, 25 Stylish Ways to Transform Your Jeans*, and enter a drawing to win a copy of "Denim Mania".



Snippets

Important information in small bites!



Yes, I Made This! is a new project at the American Sewing Expo. This is for you – who doesn't want to show off their sewing expertise and what better place to do it than the American Sewing Expo? We are proud to be sewers so let's show it!

Here's how it works;

- Arrive at the expo wearing something that you made. This can be a garment or any accessory, like a handbag or a tote.
- Go to the Islander Sewing Systems booth to purchase the Yes, I Made This! pin (proceeds of pin sales go to Dress for Success, a charity that helps low income women prepared for the job market by supplying them with appropriate clothes for work).
- Get your picture taken for the web site photo gallery and enter the Yes, I Made This! drawing for great prizes.

Some of the prizes include;
An Islander Sewing Systems library
A professional PGM-Pro dress form

Wanted:

I would like to find a non-smoking roommate for Thursday, Friday, and Saturday nights for the Expo.

Gen Henderson

Donovanhenderson@msn.com

Needed:

Car Pool from the Chicago, IL area?

Please contact Wendy Vaughn

mswendy205@yahoo.com

Registration Tips from Brenda Rogerson

ASE Education Director

- Read the class descriptions carefully. If you have any questions, please call me at 248-857-3111 x22.
- Register early to ensure your class choices. Registration begins July 22 at 9:00 am EST.
- Registering on the web allows you to see when a class is sold out.
- Hands on classes sell out early. Pictures of hands-on class projects are available on the web.
- Registering for a package saves you money. (See page 18 of the registration brochure)
- Register on the web and receive a bonus. (See page 18 for the registration brochure)
- Register before August 11 to receive a free general admission ticket. (See page 19 of the registration brochure)
- A class supply list will be included with your ticket.

*If you have trouble
registering on the web,
our staff is available
M – F from 10 am – 4 pm
EST to assist you.*



Tips for Attending the Expo

1. Wear comfortable shoes - for the sewing expo, fashion stops at the ankles!
2. Layer your clothing to accommodate any temperature changes.
3. Bring sticky address labels for mailing lists & sign-up sheets.
4. Carry a small notebook and pen to jot down notes.
5. Make sure to drink plenty of water.
6. Allow yourself plenty of time to do everything - don't try to do it all in one day.
7. Make sure you have the opportunity to take classes, enjoy the galleries of exhibits, attend fashion shows and demos and of course, shop!
8. Give yourself a treat - hire a sitter for kids under the age of 8.
9. Get yourself prepared for a shopping spree - You're worth it!