



Sewing for Pleasure
NEC Birmingham
25-28 March 2010

DRESSMAKERS FORUM featuring **Dressmakers Workshops, Junior Stitch Club, Customization Station and Pattern Bar**

DRESSMAKERS WORKSHOPS

Alison Smith's 30-minutes sewing classes will help you create a professional finish to your garments. These workshops and demonstrations are designed for those who can already sew and are comfortable with a sewing machine, but want to learn a few tricks of the trade. Workshops are free of charge, with places for a maximum of 10 people at a time, booked on a first-come, first-served basis.

11.00

CALICO TOTE BAG

Make a calico tote bag whilst learning the skills of a French seam, double-turned hem and how to make a gusseted base.

12.00

CONCEALED ZIP

Discover the secrets of inserting the perfect concealed zip. Once you have mastered this, you will never use another type of zip!

13.00

WELT POCKET

Learn Alison's foolproof technique to create a simple welt pocket that would enhance any jacket or waistcoat. Average sewing skills required.

14.00

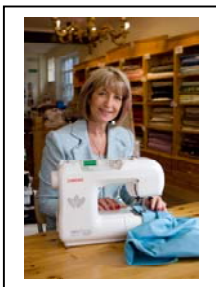
FLEECE HAT

A quick and easy fleece hat, an ideal project if you have not sewn fleece before.

15.00

FABRIC CORSAGE

Using boiled wool and very simple gathering techniques you will be amazed how easy it is to create a stunning fashion accessory.



MEET OUR TUTOR

Alison Smith, 'The Book of Sewing' author, (published by Dorling Kindersley), is a fully-trained fashion and textile teacher who owns and runs the UK's largest sewing school 'Alison Victoria School of Sewing', based in Leicestershire. Alison's courses specialise in dressmaking through to couture techniques and corsetry. [You will be able to meet Alison, see examples of her work and new book on stand ZD05.](#)

JUNIOR STITCH CLUB

Come and join Charlotte in our brilliant sewing workshop especially for Girls and Boys, aged 8-16. If you've never had a chance to try out a sewing machine at home or school – here's your chance! Under the expert guidance of Charlotte Evans, you'll be able to

make one of the following brilliant projects: an Embroidered Easter card, a money purse, a phone/ipod holder or bunny Easter egg cover using felt and lots of ribbons.

Charlotte graduated in Fashion and Costume at Worcester University and has over 10 years' sewing experience; she is currently training to become a teacher within this area. Charlotte works at the *Creative Hands Sewing Centre* in Worcester where she teaches a range of different courses.

Workshops are free of charge and with places for a maximum of 4 children at a time, on a first-come, first-served basis.

CUSTOMIZATION STATION

Following on from last year's successful launch, we are proud once again to bring you the Customisation Station supported by Coats Crafts UK. In recent years our screens have been filled with 'Make-do and Mend' programmes, from Gok Wan to 60's icon Twiggy, the simple message is "Why bin it when you can swap it or customize it?" It's eco-fashion at its most basic.

Sales of haberdashery have soared through the roof, as people have started to customize their old clothes and accessories... but where and how do you begin? This year we have four talented designers, who will show you just how easy it is to do.



Bex Farr and Sarah Poulter from Inkberrow Design Centre will take you on a magical journey into the world of Customisation, where you will pick up tips and see projects being worked on in front of your very eyes. There will be loads of style tips and advice on how to re-make and re-vamp your own clothing to suit your own individual style.

Charlotte Liddle and Sally McCollin, representing Coats Crafts UK, are both textile designer-makers and tutors. They will be showing you how to create Suffolk puffs and use contemporary appliqué along with loads of other ideas to revamp your wardrobe and home. As well as inspiring you with lots of ideas and projects, Charlotte and Sally will be letting you have a go, with simple 'Make and Take' sessions, where you can create a gorgeous fabric brooch.

PATTERN BAR

The Pattern Bar gives you the opportunity to peruse all the latest pattern books and place orders for the patterns you wish to purchase. You will also be able to meet dressmaking expert Thelma Judge, who worked for many years as the Dressmaking Advisor for John Lewis's flagship store in London's Oxford Street. Thelma will be on hand with advice on cutting-out and making-up your garments, plus all you need to know about the latest dressmaking 'notions' and where to find them in the show. Supported by Coats Crafts UK.