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Puttin' on the Glitz: Add some Sparkle to Your Holiday Ensembles with DIY Jewelry Ideas from *Beadwork* Magazine

Loveland, Colo., Nov. 16, 2005: Sparkle. Shimmer. Glitz. Today's glamorous jewelry designs are hotter than ever, and this season they make the perfect statement at holiday gatherings, office parties, or blow-out New Year's Eve Bashes. The December 05/January 06 issue of *Beadwork* magazines, on newsstands nationwide November 29, (Interweave Press, \$5.99), celebrates all that glitters and offers craft and jewelry-making enthusiasts a treasure trove of designs using pearls, stones, and crystals.

"This year, glitz and glimmer has really exploded," said Marlene Blessing, editor of *Beadwork*. "Women are wearing dangly chandelier earrings to the office and other jewelry that normally they'd only bring out for parties. This issue of *Beadwork* offers something for everyone—from subtle shimmer to all-out flash."

Highlights in the issue include 20 stunning jewelry designs that deserve a night out, such as the jazzy **Crystal Cornucopia** cover necklace, which uses a variety of colors and sizes of crystals; the **Uptown Sweater Guard**, a feminine ladder-stitched sweater adornment; and an elegant **Classic Pearl Brooch** inspired by vintage costume jewelry.

You don't need to be a Martha Stewart clone to accomplish these fashionable creations. The complete step-by-step instructions are provided in *Beadwork* magazine, complete with lists of supplies and tools that are readily available at a local bead shop or craft store.

"You can create many of these designs in 30 minutes or less, for a whole lot less than what they would cost in stores, making them perfect for shoppers on a budget and people seeking last-minute gift-giving ideas," said Blessing.

Also featured in the issue is a review of crystal beads, an in-depth look at costume jewelry design inspirations, and a section on creating fabulous findings out of metal clay.

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IT'S HIP TO BEAD

2005 FACTS ABOUT BEADING

Join the movement! Bead stringing is the fastest-growing hobby in the country and celebrities like Scarlett Johansson, Lisa Kudrow, Kate Hudson, and Caroline Rhea are making their own jewelry and boosting the trend.

- The Craft and Hobby Association (CHA), a trade organization for crafts- and hobby-related businesses, reported in December 2004 that beading is its **fastest-growing sector among young people under age 35**. For the second year in a row, beading had the greatest increase in customer participation among all its sectors, with **1 in 3 crafters now purchasing beads**.
- Also according to CHA, beading has become almost as popular as scrapbooking and yarn work, the two stalwarts of the \$29 billion American crafting industry. “We go through cycles, where one category is popular for a couple of years, and then another,” said Bill Gardner, editor of Craftrends magazine. “Since 1997, scrapbooking has really driven the industry. The last five or six years, yarn has been going like crazy. **Now, beads are taking off.**” –Oct. 24, 2005, Knight Ridder Newspapers
- More than **15 shows about beading** have surfaced on HGTV, the Style Network, the Do-It-Yourself Network and public television
- In 2004, **at Jo-Ann stores across the county, “beading jewelry basics” was the second most popular class**, just behind sewing level one.
- “The State of Beading—2004 Industry Survey” from Interweave Press reports that the **number of beaders is growing at 10%–30% annually**. Bead retailers credit the growth in the number of Baby Boomers who have more time on their hands, the fashion attention on beaded jewelry, the overall cultural emphasis on creativity and handmade, and the critical mass of beaders encouraging converts as factors driving this growth.
- While the industry had too few players to count in the 1990s, “The State of Beading—2004 Industry Survey” from Interweave Press says that **there are now about 1,800 independent bead supply stores in the United States**, representing 41% growth since 1997. This is not counting the craft store chains, mass-market retailers and office supply stores that sell beading materials. These days, you need look no further than Target or Wal-Mart to find bead supplies, as mass-market retailers are devoting more and more space to beading supplies.
- Major craft store chains, like Michaels Stores and Jo-Ann Fabrics and Crafts, now have beading sections as big as those reserved for more traditional hobbies of woodworking, yarn arts, and scrapbooking.

For further information or copies of the reports cited in this news release, contact:
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