



## Interweave Launches *Stitch* Magazine, a Special Issue Publication for Sewing Enthusiasts

Loveland, Colo., Nov. 14, 2008: Interweave announced today the launch of *Stitch* magazine, a special issue publication from the publishers of *Quilting Arts* and *Cloth Paper Scissors* magazines devoted to the creative possibilities of sewing. With beautiful photography and a contemporary design aesthetic, *Stitch* speaks to a new generation of sewing enthusiasts and kick-starts the creativity of those who have been sewing for years.

Website: [InterweaveStitch.com](http://InterweaveStitch.com)

*Stitch* is the first sewing magazine published by Interweave, one of the country's leading art and craft media companies, as it enters a vibrant, growing category. Sewing has gained popularity with crafters and fashionistas in recent years, and much of the hype is attributed to television programs like *Project Runway*, which have shown a new generation that sewing is the perfect medium for personal expression. In 2006, the Home Sewing Association estimated that there were about 35 million sewing hobbyists in the U.S., up from roughly 30 million in 2000, and annual sales of Singer machines have doubled, to 3 million, since 1999.

"Whether you are new to sewing, have been sewing for years, or are returning to sewing after a long hiatus, *Stitch* will give you a fresh perspective on your sewing," says Editor Tricia Waddell. "Every idea presented in *Stitch* will motivate you to express yourself and enjoy yourself next time you sit down to sew."

The premiere issue features 25 clever projects by independent designers—ranging from stylish and sophisticated to charming and modern, and always design-conscious. Each project offers clear step-by-step sewing instructions, and included in the magazine are several full size clothing patterns on a pull-out insert.

In addition to showcasing projects, *Stitch* magazine brings to readers an exciting global view of sewing and textiles. From Japanese craft books and *Project Runway*, to classic designer fashion and modern home décor trends, from fiber art to Etsy.com, vintage to fashion-forward—the magazine's focus is on contemporary sewing that celebrates the handmade lifestyle.

Included in each issue are chats with designers, reviews of sewing products, patterns, and books, fabric news and trends, fashion updates, and much more.

For a preview of *Stitch*, visit the website, which offers readers two free full-size skirt pattern PDFS from projects featured in the magazine, plus a bonus pattern for a table runner and a tutorial on sewing basics.

The debut *Stitch* magazine is on newsstands today nationwide for \$7.99. Three issues are planned for next year in Spring, Summer, and Fall 2009.

SOURCE: INTERWEAVE

Websites:

[www.InterweaveStitch.com](http://www.InterweaveStitch.com)

[www.QuiltingArts.com](http://www.QuiltingArts.com)

[www.ClothPaperScissors.com](http://www.ClothPaperScissors.com)

## **About Interweave**

Interweave, a unit of Aspire Media, is one of the nation's largest and most respected arts and craft media companies, with businesses in magazine and book publishing, online media, television and video programming, directories, and events. The Interweave Publishing Group features 18 subscription magazines and many more special interest newsstand publications sold on newsstands nationwide. Interweave has more than 250 books in print and annually publishes about 40 how-to books on the same subjects as the company's magazines. Linda Ligon founded the company in the 1970s when she began publishing *Handwoven* and *Spin-Off* magazines. Since then, the company has grown to employ more than 100 people throughout the country, with corporate headquarters located in Loveland, Colorado and other offices in New York, New York, Malvern, Pennsylvania, Santa Fe, New Mexico, San Diego, California and Stow, Massachusetts. For more information on Interweave, visit [www.interweave.com](http://www.interweave.com) or call (970) 669-7672.

Media Contact:

Jaime Guthals  
Publicist, Interweave  
(502) 243-6834  
[JaimeG@interweave.com](mailto:JaimeG@interweave.com)