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***100 Beaded Jewelry Designs:  
Easy-to-bead necklaces, bracelets, brooches, and more***  
Stephanie Burnham

Loveland, Colo.: More is better in ***100 BEADED JEWELRY DESIGNS*** (Interweave Press, \$21.95), a stunning new collection of adornments for all occasions by jewelry artist Stephanie Burnham. One hundred projects are organized by season and color for ease of selection, whether it's the season for a summery Daisy Chain or Petal Rope necklace or the weather for an autumnal Fringed Pendant or Pearl Lozenge necklace. Also included are up-to-the-minute earring designs, sophisticated chokers, and the newest styles in brooches.

Designs draw from a huge variety of materials, from tiny seed beads to stunning focal beads made from stone, shell, or bamboo. Each project is like a recipe, with a shopping list of needed materials and tools, numbered instructions, and the size of the finished piece. The photographs and illustrations are amazing—more than 250 total to guide readers through every step in the process of creating the projects on their own.

You'd expect a huge variety of techniques with all of these designs, and *100 Beaded Jewelry Designs* delivers as the perfect primer for those just starting out and for those with more experience. The technique section covers every method beaders will encounter in the book: threading, knitting, weaving, stitching, knotting, netting, and finishing, along with fun stringing ideas and more. It's just more, more, *more* of everything DIY jewelry enthusiasts need to make their own cache of dazzling jewelry!

***100 BEADED JEWELRY DESIGNS:  
EASY-TO-BEAD NECKLACES, BRACELETS, BROOCHES, AND MORE***  
by **Stephanie Burnham**  
Interweave Press • November 2005 • \$21.95 U.S. \$29.95 Canada  
8¾ x 8¾ • paperback • 144 pages  
150 color photographs • 100 color illustrations  
ISBN 1-931499-99-3  
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**About the Author: Stephanie Burnham** is a beading teacher and author with a lifelong love of color, shape, and texture. She is the coauthor of *The Encyclopedia of Beading Techniques* (Running Press, July 2005) and has taught classes at the Great British Bead Show. She is a regular contributor of projects and articles to several bead and textile magazines in Europe, Australia, and the United States.

**About Interweave Press:** In business since 1975, Interweave Press publishes magazines and books related to fiber, thread, needlework, and beads. Throughout Interweave's evolution, its publications have focused on natural materials and processes, a respect for doing, and an appreciation of the fine, simple things in life. Interweave publishes six magazines including *Beadwork*, *Handwoven*, *Interweave Knits*, *PieceWork*, *Spin-Off*, and *Fiberarts*. Interweave is dedicated to creating a resource for its readers to find the best information in their field of interest, the latest news, the best products, the newest techniques, and the history behind the techniques.

## The Beading Hobby Takes Off Across the U.S.

- 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 in 2004, at Jo-Ann stores across the county, “beading jewelry basics” was the second most popular class, just behind sewing level one.
- Celebrities are starting to make their own jewelry! Scarlett Johansson, Lisa Kudrow, Kate Hudson, and Caroline Rhea are making their own jewelry and boosting the trend.
- “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, and growing at a rate of 1–2 per week around the country. 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.
- Craft and hobby shops also are an important first stop for new beaders—26% of beaders got their first beads at a craft or hobby shop; 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, fiber arts, and painting.

For further information or copies of the reports cited in this news release, contact: Jaime Guthals (502) 243-6834; Cell (502) 387-2383; JaimeG@interweave.