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## An essential guide to the fastest-growing craft in the country: bead stringing!

### **Stringing Style: 50+ Fresh Bead Designs for Jewelry** Jamie Hogsett

Loveland, Colo.: You don't have to be a professional designer to make beautiful jewelry! Great design tips are at your fingertips with **STRINGING STYLE: 50+ FRESH BEAD DESIGNS FOR JEWELRY** (Interweave Press, \$16.95), inspired by *Beadwork* magazine's popular *Stringing* issues.

Begin with Stringing 101, a tutorial that introduces the different types of beads—including charts and diagrams that explain bead shapes and how to measure bead sizes—then move on to sections on findings, stringing materials, and how to crimp, knot, and create simple wirework. Learn the classic jewelry lengths, followed up by a section on basic tips, tricks, and insights.

Then move straight into jewelry making! Jamie provides detailed instruction and beautiful photos of her favorite projects from *Beadwork's* previous *Stringing* issues, in addition to 25 unique bracelet designs, and 10 never-before-seen projects.

These fresh-picked designs—like the glimmering Rive Gauche necklace or the imaginative L.A. Days Combo—are just right for beginners, but more experienced stringers will love the captivating and inspiring patterns, like the shimmering Billy Buys Buttons by the Boardwalk bracelet, the delicious Butterscotch Drops necklace, and the sweet Raspberry Swirl necklace.

Photographs, illustrations, and instructions walk beaders of all levels through designs like the Water Nymph Bracelet, Superstar Lariat, and Purple Power Cuff. Reviewing the elements and focusing on design, this diverse workbook allows beaders to simply follow the instructions or go

where the imagination leads. With **STRINGING STYLE**, bead stringers can whip up a necklace or bracelet for every occasion!

**STRINGING STYLE: 50+ FRESH BEAD DESIGNS FOR JEWELRY**  
**by Jamie Hogsett**

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**About the Editor:** Jamie Hogsett is the editor of *Stringing Spring 2005*, the projects editor of *Beadwork* magazine, and has contributed to several books in the *Beadwork Creates* series. She holds a BFA from Colorado State University. Jamie lives in Fort Collins, Colorado.

**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 country, "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.