INSPIRED TO Sew

A glimpse into the creative heart of today's most talented sewing & quilting artists.

©2014 SCHMETZneedles.com All rights reserved.

Rhonda posing for the
Original Butt Sketch World Tour.

Who knew I would find myself posing for the Original Butt Sketch World tour? That's right, I didn't know such a happening took place either, but I found out in Dallas TX while at the Moda Fabrics Open House. Yes, I tried something new and hope you too will try something fun like a road trip to Toronto to the Creativ Festival produced by Rita Gramsch. Or if you have been toying with a new product idea, Feather King's Grabbit® story may be just the inspiration you need. If you have that next great idea, let me know. We'll put our heads together to talk about the possibilities.

And by the way . . . my husband loves my butt sketch!

Sew SCHMETZ!

Rhonda

Rhonda Pierce
Marketing Director & Publisher
SCHMETZneedles.com

In this Issue:

Sewing Star:	**Rita Gramsch** *Banking on Creative Sewing* Page 3
Sewing Star:	**Feather King** *Grabbit® Inventor* Page 9
On the Road Again:	**Moda Open House** Page 6
Stitch Inspiration:	**Summer Inspiration** Page 8
In My Sewing Room:	**Spooler™ Spindles** Page 12

Cover: **Moda Bake Shop**

Interviews by: **Rita Farro**
www.Ritassewfun.blogspot.com

What Inspires YOU to Sew?

There's an App for That!

Like us on Facebook

follow us on ISSUU

Sewing Star

creativfestival®

sew . knit . bead . stitch . quilt . scrapbook + more

Rita Gramsch

INSPIRED TO Sew

Rita Gramsch —

Banking on Creative Sewing

With over 26,000 attendees — Toronto's Creativ Festival is a comprehensive interactive marketplace and Canada's largest consumer show dedicated to sewing, knitting, quilting, beading, needlework, scrapbooking, DIY decorating, crafting, fibre, textile and paper arts and more. Creativ Festival is held twice a year in Toronto, Ontario Canada, every April and October, with two distinctly different formats. So, how is it that a woman who doesn't sew starts a successful international consumer sewing show?

Rita Gramsch, the founder and president of Creativ Festival, laughs when she replies, *"I never learned to sew because my mother was so good at it. She sewed all my clothes. And it was my mother, Eva Gramsch, who was my inspiration. She was the General Manager of the Canadian Home Sewing and Needlecraft trade association. Although I started my professional life in the banking industry, while on maternity leave, I helped my mother during the trade shows for the CHSN, and show biz got into my blood."*

Retailers could attend the trade shows where they are exposed to the fabulous fabrics, fibres, yarns, tools and notions, but there was no such venue for consumers. It was blind faith and the belief that there was a need to educate, inspire and provide an exclusive shopping experience all under one roof that made Rita quit her management job at the bank.

In April 1988 she took that leap of faith and incorporated her business and launched the very first Creative Sewing and Needlework Festival (later renamed to Creativ Festival). They were expecting 10,000 but had 18,000. It was a cold blistery October day with line ups wrapped around the building and a one hour long wait to get in. Rita had the caterer staff walk the lines with canteens of coffee on their backs, serving complimentary drinks to the waiting crowd.

This is the 27th year and the biggest change Rita sees is the way they market and advertise the show. *"It used to be we wrote the brochure, and breathed a big sigh of relief when it was printed. But nowadays consumers expect instant and constant information. Although we still print the conference brochure, most people receive it digitally. They thrive on in-depth information and updates. So we are always working on our website, our blog and, of course, Facebook… to provide additional information — teacher bios, detailed class*

Rita Gramsch

Rita with her mother, Eva.

Creativ Festival, Toronto Canada

Creativ Festival, Toronto Canada

Creativ Festival, Toronto Canada

Rita Gramsch — Continued

information, any changes or additions as they happen. So the job never ends! It is hard and time-consuming to keep up with all the changes in technology and people's access . . . but to remain successful we need to constantly be improving our skills and platforms."

The 2014 Creativ Festival line-up includes:

- 'Bespoke' techniques, the almost lost arts of the tailors on Seville Row. Gio Gaudet, known internationally for his exquisite collections of felted outerwear will share Bespoke Tailoring Techniques for Jacket as well as Pants.
- Author and former Threads editor, David Page Coffin for Making Trousers: The Details and Shirtmaking: The Details.
- 200 hands-on workshops and seminars, inspirational exhibits, how-to demos and an exhibit hall buzzing with the hottest fabrics, fibres, papers, beads, notions, tools and more! You can try before you buy the latest sewing, quilting and embroidery machines from all the major brands.

Rita would like to issue her personal invitation for you to join in the fun this year. Creativ Festival is your chance to meet sewww many fabulous designers, artisans, industry experts, phenomenal retailers and individuals who are passionate about what they do. Come to the show and be inspired!!

The 2014 Creativ Festival is October 22 to 26 at the Metro Toronto Convention Centre, South Building. Please call 1.800.291.2030 or visit:

www.creativfestival.ca
http://csnf.com/blog/
https://www.facebook.com/CreativFestival

— written by Rita Farro

Road Trip

Edyta Sitar, Laundry Basket Quilts

Chenille - It

Folding Fabric onto Bolts

Tammy

Moda Fabrics Rock!

Josh Dunn Leads a Moda Tour

Lissa Alexander

Kathy Purdy

TJ and Melba, The Old Craft Store

Moda Op

"Magic hap
surrounded b
energy of Moda
to sew! Take a p
Fabrics in Dalla
Moda Bake Sho
lab to just one
sewing goody
Moda is buildi
& sewing futur
to promote SC
recent wholesa
After all, SCHM
needed to stitc

Lhor

en House

pens when
y the creative
a. You just want
peek into Moda
as TX. From the
op to the design
of the fabric &
y warehouses,
ng our quilting
e. I was thrilled
HMETZ at their
le open house.
ETZ needles are
h all that fabric!

nda

Kay Whitt

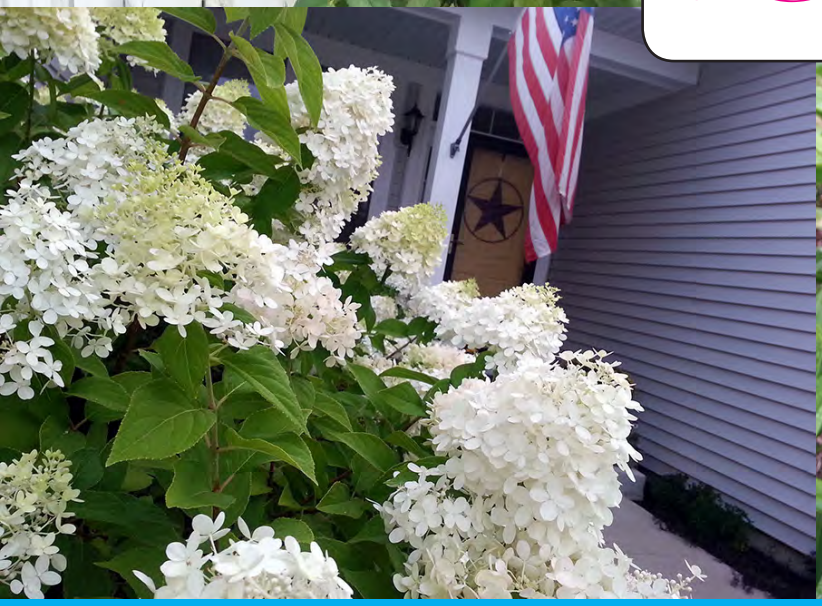
Cheryl Freydberg (r) and Kaari Meng (middle)

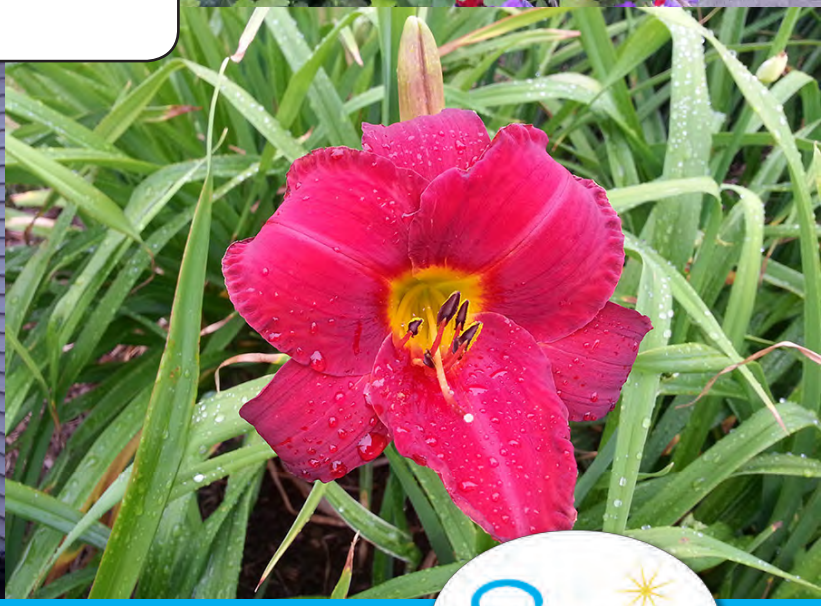
Doyle Parker

INSPIRED TO Sew

Stitch Inspiration

What Inspires YOU to Sew?





Sewing Star

Grabbit SEWING TOOLS

Feather King

INSPIRED TO Sew

Feather King —
Grabbit® Inventor

If given this challenge — *"Name one sewing room tool or gadget you cannot live without?"* — many of us would answer, "My GRABBIT®"…

The Grabbit® Magnetic Pin Cushion changed the way we sew. It was THAT invention. The minute you saw it, you said to yourself, ***"why didn't I think of that?"***

So … who was the genius who invented the Grabbit®?

We can thank Feather King for bringing the Grabbit® to sewing rooms all around the world. So, who is Feather King? And what was her moment of magnetic-pin-cushion-inspiration?

Feather cannot remember NOT sewing. When she was 9 years old, she asked her mother to buy a sewing machine so she could sew clothes for her 21" Madame Alexander doll. She still has that doll with clothes styled for the fifties.

She graduated from Hampshire College with a design degree which has been put to use in jewelry making, house building, product design, and clothing design.

FEATHER KING'S GRABBIT® MOMENT OF INSPIRATION….

"In 1978, I was living in San Francisco. My husband, John, was an attorney, and for the first time — I did not have to work. I had a fabulous sewing room, and I loved being able to sew unusual clothing. I always had a pile of pins on the ironing board and another pile near my sewing machine. The pins would fall on the floor or always be in a location where I was not. Picking them up one by one to move them was a pain. I thought… THERE MUST BE A BETTER WAY. I remembered a game that had magnets in it. I found the magnets, and I immediately knew a magnetic pin holder was a great idea.

San Francisco is a big city, so I had access to people and businesses. There was a wonderful store that sold materials for theater props and sets. They directed me to an old man, Ivan, who was a woodworker. He created prototypes for anything that needed to be cast — in aluminum, brass, steel, or plastic. He made a wooden 'Grabbit®' on a lathe with me right beside him.

Feather King

Grabbit® Magnetic Pin Cushion

myPad for Needles™

Bobbinsaver™ Bobbin Holder

Feather King — Continued

Feather with husband John

Every pin & bobbin in its place . . .
Every Grabbit® tool in its proper space!

I took the finished wooden top and bottom parts and created the first prototype Grabbits®.

I found an injection molding company and we filed the patents. It was helpful to be married to a lawyer! In 1980, we incorporated and moved to Oregon. Our property had three acres, a small home and a very nice chicken coop which became our assembly room."

Distribution is critical for any new product. In 1978 there were approximately 120 regional distributors in the United States — most of them family owned. When they found something new they shared it with each other. Feather sent the first Grabbit® to Lion Notions. They believed it would be a popular Christmas item. That first year, 25,000 Grabbits® were sold.

Sales doubled the second year. After five years they built a separate building to house Grabbit® products and they were manufacturing 275,000+ Grabbits® a year.

Feather says, *"When I think about the lessons I learned from Grabbit® — I am struck by how hard small business people work. I had no appreciation of the knowledge and energy required to run a successful business. Becoming a small business owner raised my awareness and gratitude for the conscientious work of many suppliers who create a chain of abundance that benefits all of us. Your success is related to the success of others . . . up and down the chain. You should have respect for and responsibility to your suppliers, to your employees, and to your customers . . . .*

My best advice for anybody who has a great idea for a new product is — DON'T BE AFRAID! Take it one step at a time. You will learn as you go. You do not have to know ahead of time where you are going. There are good people all along the chain of abundance who will teach what you need to know, because your success will become their success."

www.grabbitsewingtools.com

— written by Rita Farro

Spooler™ Spindles

Stop hunting for the matching thread bobbin! Spooler™ Spindles marry up bobbins with matching thread spools. Simply push the thread spool and bobbin onto the flexible spindles and they stay put. Thread ends are secured by a tiny slit in the top on the spindle. Spooler™ Spindles make bobbin and thread management so much easier. Thanks Feather!

Grabb it SEWING TOOLS®

Compliments of Your Local Retailer

Click to Replace with Store Logo
Size: 250 x 250

www.SCHMETZneedles.com

All rights reserved.

©2014 SCHMETZneedles.com