

*Pippa
Dress*

*Nicole
Dress*



BEHIND THE
SEAMS

Sew Over It

*Alma Fournier-Carballo takes us behind the scenes at
Sew Over It to talk through the magic of creating patterns*

At Sew Over It, we bring out a new sewing pattern every month, sometimes more! We have some extras peppered through the year, with unique patterns for our VIP Pattern Club members, our newsletter subscribers and some releases that are exclusively available to our subscribers on Stitch School, our online sewing classroom.

Our releases are planned to match the UK seasons, with cosy projects in winter and floaty ones in summer, and lately we have also tried to create some trans-seasonal pieces. By offering different sleeve and length options and a versatility when it comes to fabric types, patterns like our Nicole Dress or Lilian Blouse can be sewn and worn all year round.

The process begins by deciding what kind of pattern we want to bring out on a certain month: a dress in January, a blouse in February, a jacket in March and so on. Then, we start thinking about the design. This sometimes starts with a sketch from Lisa Comfort (founder of Sew Over It), who will have an idea and quickly draw it for the team to have a look at. Then, we all discuss the main features and the possible variations we can include. Other times, inspiration will come from a film or a TV show, as it happened with our Marguerite Dress and Joan Dress, which were inspired by characters in *'The Hundred-Foot Journey'* and *'Mad Men'* respectively.

Next, it's time to get the pattern cutters involved. We talk them through the idea and they figure out the technicalities, like where to put a zip, or how to finish the edges of the neckline, for example. They create a first draft of the pattern and send us a toile, which is like a rehearsal for the pattern.

Lisa is our fit model, which means our test garments are made in her size. When we get the toile back, we try it on her and let the cutter know of any adjustments needed. We repeat this process until we are happy with the fit on Lisa and all the changes are applied to the pattern. At this point, the pattern goes out to our graders,

who create all the different sizes in our range (UK 6-30). This is quite a complex process, it isn't just a question of scaling up the pieces, everything needs to be balanced just right, so the pattern will look great whether it's made up in a size 12 or 28.

By the time the graded pattern is back with us, we would have already started planning a photoshoot. We usually photograph three patterns in one go, so that gives you an idea of how far in advance we have to have everything ready. Photoshoots are fast-paced and intense as there is always so much to cover, but they are also incredibly fun! We try to have at least two models for each design, with a range of sizes, so each new pattern needs to be made into a few different samples. We need to make sure that we're showing off the different variations included, as well as a variety of different fabrics, so you can visualise the pattern in all its different forms.

Parallel to the photoshoot preparations, we also begin to create the instruction booklet. Our patterns fall into different sewing levels, from Absolute Beginner to Experienced, but no matter the level, we want to provide really clear instructions so that anyone could follow them. The illustrations really help to give a visual reference, so we take great care with them.

As the release date approaches, we will also have planned and filmed an online class to add to Stitch School to accompany the new pattern. This will usually be a tutorial, showing how to sew a tricky step in the pattern, or teaching you a technique that might come in useful for that particular project.

Before the pattern comes out, we will send it to our trusty team of Pattern Insiders. They are a group of sewists we have assembled to make our patterns ahead of time, so that on release day, you get to see lots of different versions on social media, beyond our model samples. We like to think that every Sew Over It pattern could fit into anyone's wardrobe, and seeing a wider variety of styles really helps to demonstrate this.



The pattern is put to the test on the fit model until the fit is spot on



Lisa's sketches kick-start the design process!



Marguerite Dress

To find out more, go to www.sewoverit.com

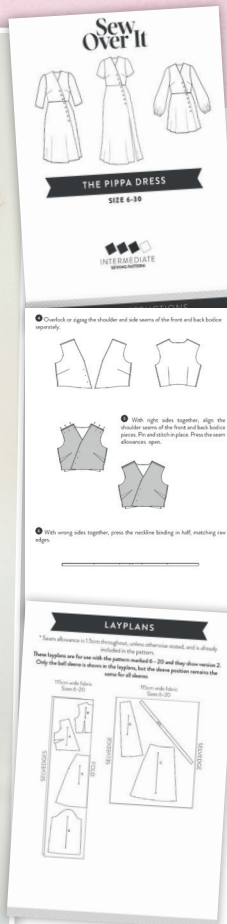




Sneak peek!



In front of the camera



With a wide range of sizes and styles, there's a Sew Over It pattern for every body!

Once everything is ready to go, we start creating all the social media content for the big launch. There is a lot to do: a YouTube vlog where we introduce the pattern, a blog on the website, a new board on Pinterest, plus Instagram reels of our models, Pattern Insiders and styling ideas, and anything else we can think of to get everyone excited about the new pattern.

The first people who get to see our new release are the Sew Over It VIP Pattern

Club members. It's just £10 to join the club for the year and membership gets you a free pattern of your choice, the VIP exclusive Selena Skirt pattern and many more perks, as well as early access to our new patterns and fabrics. A few days after, we will have a general release, and we'll follow with fabric suggestions, useful Stitch School classes related to the pattern and a Sewalong on our YouTube channel. Sewalongs are streamed live so you can chat with other sewists and ask us questions. We focus more on the social

rather than the technical aspect, it's a sew-and-a-chat video, but you'll always learn something new watching them as we'll share tips and tricks along the way.

We hope you enjoyed finding out about our process, and that you will keep an eye on our future releases now you've had a peek behind the scenes. We have so many exciting things coming up this year to keep inspiring you to learn new techniques and sew a me-made wardrobe you can look and feel great in!