

32 Fashion Forward

Garment sewing is making a stylish comeback—as evidenced by this compilation of fashion fabrics and patterns for wardrobe inspiration.



Art Gallery Fabrics
365 Fifth Avenue by Bari J
(888) 420-5399
artgalleryfabrics.com

Demo Idea

Free How-To Boucherouite Blush Box Tutorial
by Rashida Coleman-Hale on the Art Gallery blog.
bit.ly/3okrG31

31 Jingle & Mingle, FabShop's [Virtual] Christmas Party!

Make plans now for this exclusive holiday event—and connect with other shopowners and premier sponsors wherever you are!

40 BE THE EXPERT

Little Things That Can Make a Big Difference

Karen Montgomery advises to educate customers about the finer points of basic sewing notions and they'll be sure to sew more—and hopefully buy more.

41 ON OUR COVER

Introducing Northcott's New Dawn

Designers Melanie Samra and Deborah Edwards take you on a tour of the Serengeti, with elephants resting at the watering hole, birds in flight, and exotic acacia trees.

44 RUBBER BAND

Lessons Learned – Chapters Written

Sandy Piridy shares discoveries that she says wouldn't have happened if she'd been "plugging along" the familiar highway of pre-COVID days.

What's Inside

4 Inspiration

As we travel and visit shops, we are inspired by samples, displays, merchandising, product placement, fixtures and more. Share with us what inspires you.

6 Promotional Calendar Ideas

Use these calendars as a springboard for planning themed events and classes in your shop.

10 RETAIL RESILIENCE

Helping Customers Follow Their Passion

When she first built it, they didn't come. Then Deb Luttrell of Stitchin' Heaven turned her small-town Texas shop into a destination—and an online destination as well.

16 THE NECESSARY EVIL OF MRS. HANSON

Call the Roll-E? Fabric Reps in Our Future

After unexpectedly receiving RJR's Roll-E, Karen Hanson seeks answers on whether fabric reps are being replaced by a traveling bag.

22 ON DISPLAY

Enjoying the Ride on the Moving Walkway

Since no one knows when the pandemic will be over, Julie and Kathy provide uplift and inspiration to help customers enjoy the ride along the way.

26 SELLING SEWING MACHINES

Ready, Set, Sell: Always Be Demo-Ready

Amy Baughman shares four simple steps to make sure you are ready to demonstrate and sell a machine in an instant.

46 THE FINE PRINT

Best Practices for Retailing Through the Pandemic

Brian Powers addresses the major issues to be faced in the pandemic—and how to deal with them in your shop.

50 TECH TALK

Handling Sales from Facebook Live Videos

In this first installment of her new technology column, shopowner Ivete Tecedor lays out the best ways to streamline the Facebook Live sales process.

52 SOCIAL CONNECTION

Website Layout: Arranging for Optimum Flow

Make sure your website is set up for the best flow to convert those browsers to buyers. Cheryl Sleboda explains.

54 DATA DRIVEN

Get More Out of Your POS Data

Use your point-of-sale system to help you focus your retail strategies and increase your e-commerce capabilities.

58 INDUSTRY INSIGHT

Sewing Industry Perspective During COVID-19

How is the industry faring during the pandemic? See how these survey results compare with your experience.

60 Sometimes a Great Notion

Sue O'Very-Pruitt introduces new products to simplify the making of pleats, curvy quilts and panels, and large-size half-square triangles.