

FunStitch STUDIO



stitch your art out.

The Power of FunStitch Studio

CREATE A LOVE OF HANDMADE FOR FUTURE GENERATIONS WITH BOOKS THAT FOCUS ON EDUCATION AND SKILL BUILDING, NURTURING YOUNG SEWIST, QUILTERS AND CRAFTERS.



25 FunStitch Studio books available



FunStitch Studio audience controls 43 billion dollars of spending annually



FunStitch Studio audience is your future market



8-14 year old audience



More than 25 positive publicity reviews on FunStitch Studio books



More than 150,000 books in print

Follow us!



Increase Profits by Reaching Today's Most Powerful Trendsetters – Tweens

Notes from Quilt Market 2014 FunStitch Studio Seminar

How to attract teens and tweens to your shop

- It's important for everyone to know and realize that this is your future customer you're targeting. Don't be wary of having kids in your stores. Create comfortable sewing, quilting, crafting environments. Make it a good memory for them.
- With every child there comes a parent who may or may not be interested in sewing etc., but they will most likely be interested in what their kids are involved in, and they themselves could become customers and get interested.
- Even before that child becomes a student, you need to look at them as a student-to-be and a customer-to-be. Same goes for their parents.
- Do fun and silly activities to engage the kids in your shop while their parent is shopping. This is a simple little trick to engage and welcome in everyone, so that the kids will be happy and ready to sew themselves when the time comes.

What kind of content do you find attracts this audience? Tips for success with this audience?

- Keep the kids hooked by giving them choices. They might not want novelty prints. They might love bold colors, shiny things, or patterns that don't really go together, but that's okay.
- Don't tell them they only have one option. Give them the opportunity to really be creative and make their own creative choices even if a project is structured.
- Get your own style for running classes. For example: to get kids coming back don't set classes up as "this is the class we're doing on this day, and it costs this much" etc.
- For classes, students bringing in fabric from outside sources is okay because somewhere down the line, this customer will need other supplies, and then they will be familiar with your shop. They will know where to buy supplies. The sales will come through.

Age range and spending habits

- **8 – 14 years old:** this demographic might not seem profitable at first, but if you're creating these lifelong sewists they will come back to you shop:
 - 21 million in this demographic.
 - They control \$43 billion of spending annually.
 - They are being given this money to spend, not earning it.
 - These kids are really craving and seeking out creative outlets.
 - They will spend to sew; you just have to give them a clear opportunity.

What the media is saying about FunStitch Studio books!



"I love how Erin "speaks" to her readers. She gives great instructions, has lots of tips and tricks and an extensive glossary to help out younger sewists. ...There is also an ENTIRE chapter devoted to recommended sewing supplies, information about different kinds of fabric and simple sewing techniques... so it's a great book to pick up for a beginning sewist."

— **Melissa Mortenson,**
Polka Dot Chair

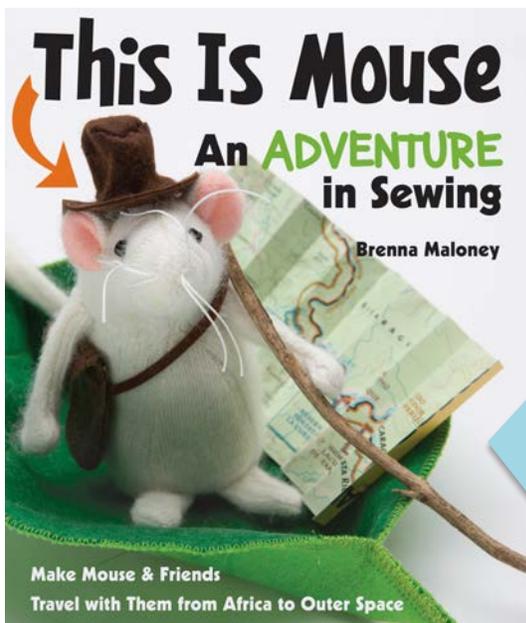


"Most of us know the joy sewing and crafting can bring - now C&T Publishing with their new imprint FunStitch Studio is addressing sharing the joy of all things handmade with generations to come. Inspirational and educational, all these new books will present easy "how-to" instructions."

— **American Quilt Retailer,**
March 2013

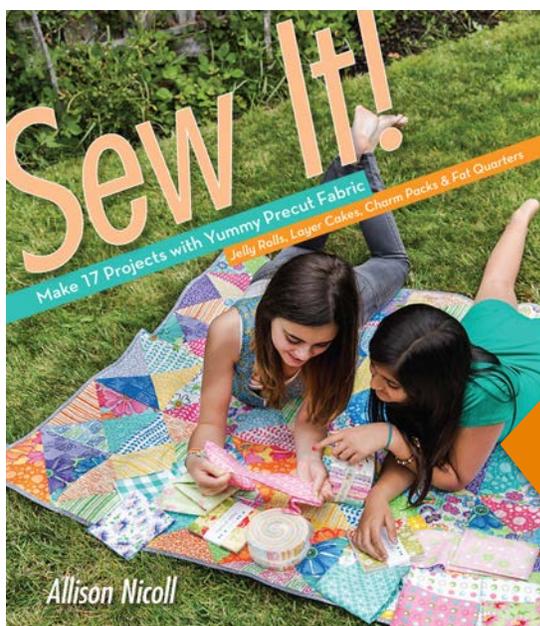
- More on reverse side -

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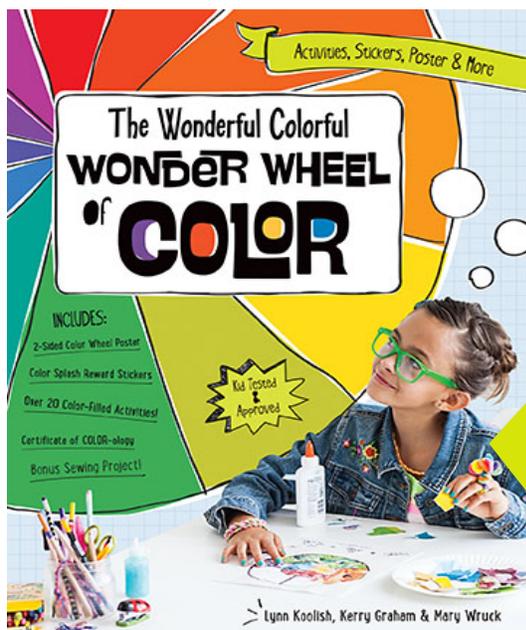
"With two previous sewing books (Socks Appeal and Sock it to Me!) under her belt, Maloney is well positioned to create a worthwhile book on sewing for kids. Her effort is as charming as can be, combining clear instructions and adorable patterns with a series of stories about the titular protagonist."

— **Publishers Weekly, 11/17/14**



"Written for new, young sewists, Sew It! is chock-full of great projects for beginners. For each project, she walks through each step with clear, simple language."

— **American Quilt Retailer, July 2014**



"The Wonderful Colorful Wonder Wheel of Color is an amazing book for kids that has something for everyone. I had a ton of fun paging through it, and even doing some of the activities, and I am sure kids will enjoy it even more."

— **familycrafts.com, 5/13/14**

FunStitch

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STUDIO

stitch your art out.



Fall 2014

CATALOG





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“Every time I finish a project, I get so excited, because I feel like I can do anything!”
 ---- Annalise, age 12 ----



The top 3 ways to reach the FUNSTITCH STUDIO customer

1. Teach sewing and craft classes

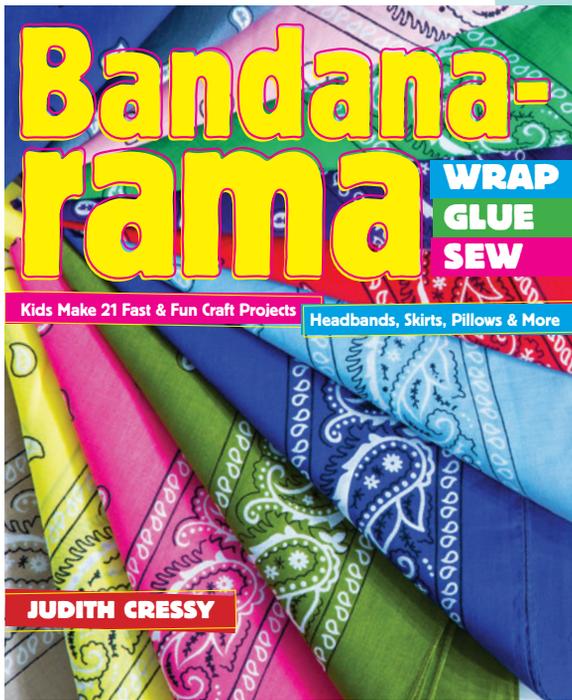
Consider teaching sewing and craft classes for kids and teens. Classes based on projects from FunStitch Studio books make it easy to sell more inventory and generate revenue. See page 14 for class plan ideas.

2. Use eye-catching displays

Did you know that today’s tweens and teens have the spending power of *billions* of dollars annually? Maximize your sales to this group by cleverly displaying a variety of sewing and quilting supplies alongside cute DIY projects from must-have FunStitch Studio books.

3. Start a sewing club

Sewing and handcrafts are hot trends with children and teens. Start a sewing club with moms and daughters, friends, or mentorship pairings of experienced sewists.



Bandana-rama —Wrap, Glue, Sew

Kids Make 21 Fast & Fun Craft Projects

- *Headbands, Skirts, Pillows & More*
- Projects call for use of several different kinds of embellishments and notions
- A great companion book to teaching a kids' class
- Sell the book with several different colors of bandanas



Bandana-rama—Wrap, Glue, Sew

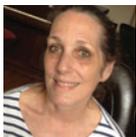
Kids Make 21 Fast & Fun Craft Projects

• *Headbands, Skirts, Pillows & More*

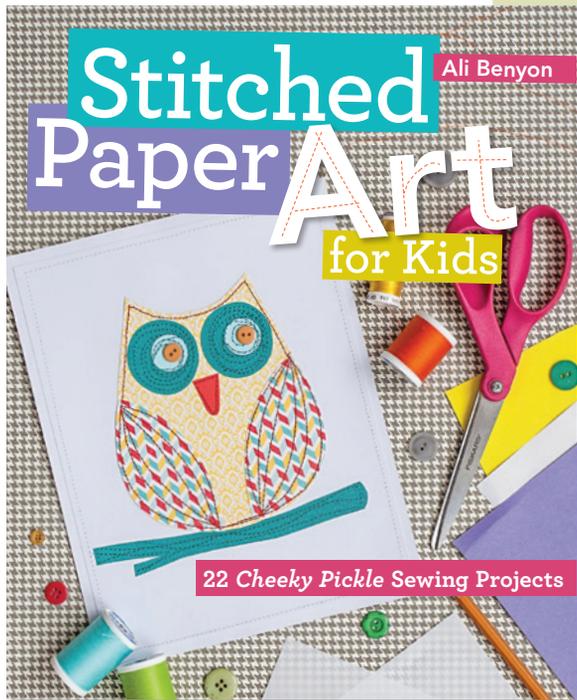
\$21.95, #11065, 128p, color, 7.5" x 9"

ISBN 978-1-60705-921-9

SEPTEMBER 2014, Sewing



Judith Cressy combines her love of art with her writing career. She has developed award-winning children's craft/activity books for the Metropolitan Museum of Art, including *What Can You Do with a Paper Bag?* and *Can You Find It?* Judith lives in New York City.



Stitched Paper Art for Kids

22 Cheeky Pickle Sewing Projects

- Gets kids comfortable with using a sewing machine; builds their skills and confidence
- Kids can mix and match designs, colors, and projects to create art that's uniquely their own
- 22 bright, varied projects, from organizers to clothing to bookmarks and beyond



Stitched Paper Art for Kids

22 Cheeky Pickle Sewing Projects

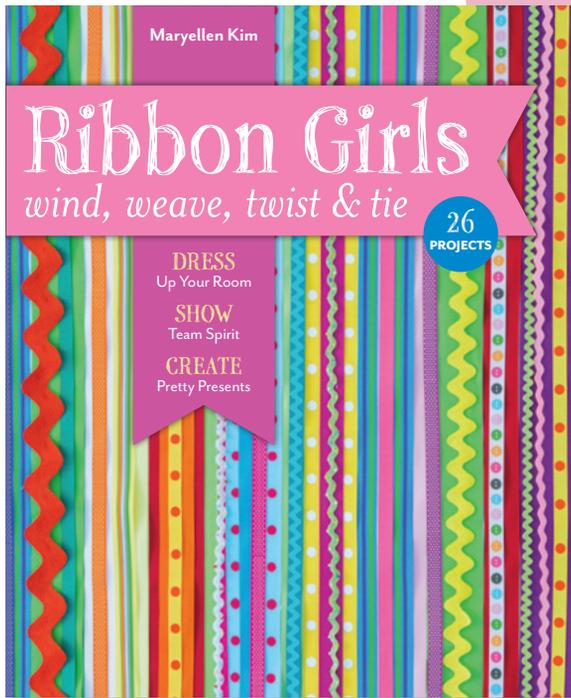
\$22.95, #11068, 128p, color, 7.5" x 9"

ISBN 978-1-60705-927-1

NOVEMBER 2014, Sewing



U.K. native and textile designer **Ali Benyon** is the crafty brains behind ali benyon designs and Cheeky Pickle, through which she sells prints of her original stitched paper creations. Ali lives in Australia. alibenyondesigns.com.au; cheekypickle.com.au



Ribbon Girls —Wind, Weave, Twist & Tie

*Dress Up Your Room • Show Team Spirit
• Create Pretty Presents*

- 26 simple projects guaranteed to kindle creativity, using just ribbons, buttons, and string
- Each project can be completed with inexpensive, easy-to-find materials
- Instill a lifelong love of handmade in your customers' kids

6



Ribbon Girls—Wind, Weave, Twist & Tie

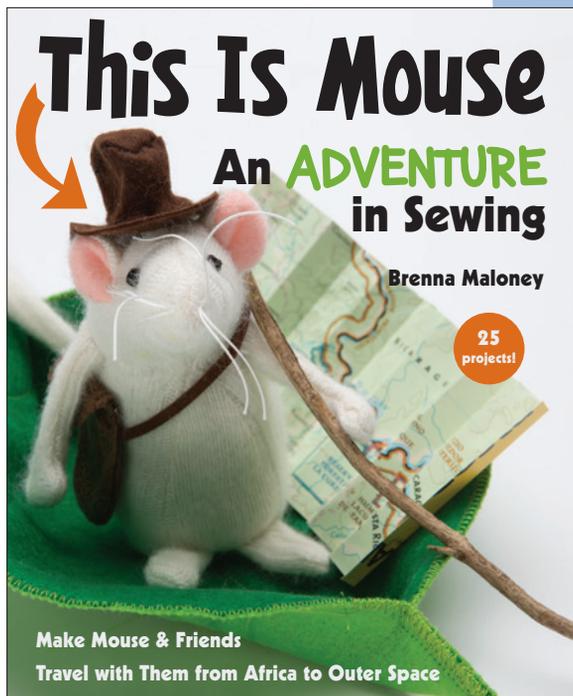
*Dress Up Your Room • Show Team Spirit
• Create Pretty Presents*

\$21.95, #11087, 128p, color, 7.5" x 9"
ISBN 978-1-60705-987-5

DECEMBER 2014, FiberArt/Mixed Media



Maryellen Kim is the self-proclaimed supply hoarder behind Twist Style jewelry design and the Handmade Happiness Boutique. She lives in Virginia with her husband, three kids, and very fuzzy cat. Visit her on her website, twiststyle.com.



This Is Mouse —An Adventure in Sewing

Make Mouse & Friends • Travel with Them from Africa to Outer Space

- Written by Brenna Maloney, best-selling author of *Socks Appeal* and *Sock It To Me!*
- 25 projects with step-by-step instructions for customers to make Mouse, his friends, and accessories
- Fun, charming story with interactive playtime elements that educate and entertain

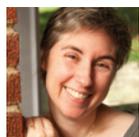


This Is Mouse—An Adventure in Sewing

Make Mouse & Friends • Travel with Them from Africa to Outer Space

\$21.95, #11082, 112p + pattern pullout, color, 7.5" × 9"
ISBN 978-1-60705-977-6

DECEMBER 2014, Sewing

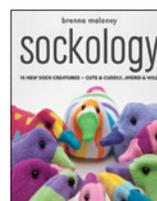


Brenna Maloney is the author of *Socks Appeal*, *Sockology*, and *Sock It To Me*. She lives and works in Washington, D.C., with her husband and two sons.
brennamaloney.com

ALSO AVAILABLE:



#10776, \$17.95



#10820, \$17.95



#10894, \$17.95

Creative coloring fun

Give a child hours of imaginative coloring fun and share your love of fabric design with these artistic coloring books by top fabric designers. Inside each coloring book is an introduction to how fabric is designed as well as a basic color theory lesson using the color wheel. Coloring books are printed on premium paper with a bonus bookmark included.

- Each title features a unique set of designs, from popular fabric designers' collections
- Ideal for children ages 8-14, and fun for adults too
- The perfect gift for your customers to hand down the love of fabric to the new generation

For more coloring books, see page 13!



FunStitch Studio Cardboard POP Display

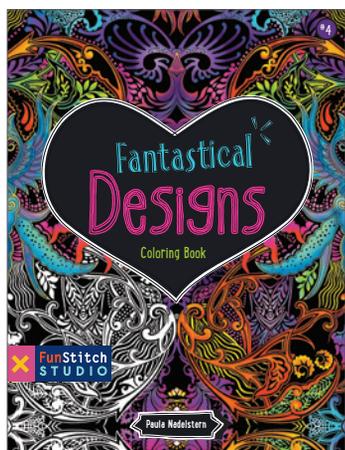
Holds Coloring Books or Pop Out Boxes

Free with purchase of 12 books

#20206

ISBN 978-1-60705-739-0

UPC 734817-202066



Fantastical Designs Coloring Book

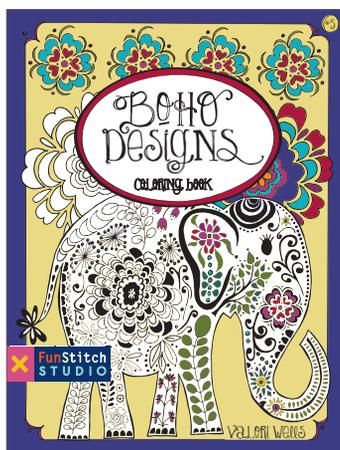
18 Fun Designs + See How Colors Play Together + Creative Ideas
by Paula Nadelstern

\$6.95*, #20269, 40p, b&w, 8.5" x 11"

ISBN 978-1-60705-935-6

UPC 734817-202691

OCTOBER 2014, Gifts



Boho Designs Coloring Book

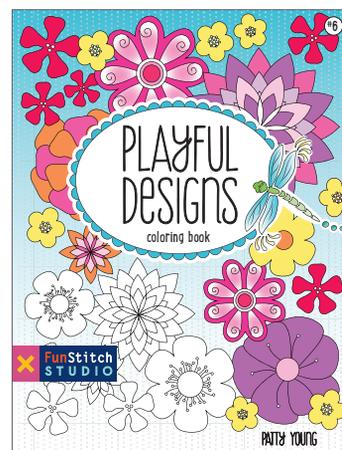
18 Fun Designs + See How Colors Play Together + Creative Ideas
by Valori Wells

\$6.95*, #20270, 40p, b&w, 8.5" x 11"

ISBN 978-1-60705-936-3

UPC 734817-202707

OCTOBER 2014, Gifts



Playful Designs Coloring Book

18 Fun Designs + See How Colors Play Together + Creative Ideas
by Patty Young

\$6.95*, #20268, 40p, b&w, 8.5" x 11"

ISBN 978-1-60705-934-9

UPC 734817-202684

OCTOBER 2014, Gifts



Creature Camp

Make Your Own • 18 Softies to Draw, Sew & Stuff
by Wendi Gratz with Jo Gratz

\$22.95, #11012, 168p, color,
lay-flat binding, 7.5" x 9"
ISBN 978-1-60705-784-0



Sew in Style—Make Your Own Doll Clothes

22 Projects for 18" Dolls • Build Your Sewing Skills
by Erin Hentzel

\$22.95, #11017, 112p
+ pattern pullouts, color,
lay-flat binding, 7.5" x 9"
ISBN 978-1-60705-795-6

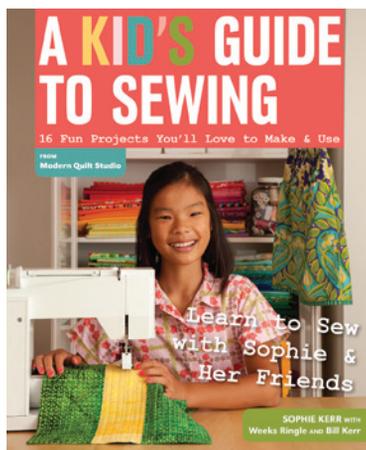


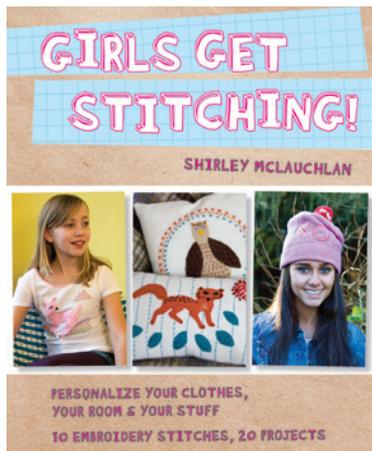
A Kid's Guide to Sewing

Learn to Sew with Sophie & Her Friends • 16 Fun Projects You'll Love to Make & Use

by Sophie Kerr with Weeks Ringle and Bill Kerr

\$21.95, #11003, 144p, color,
flaps, 7.5" x 9"
ISBN 978-1-60705-751-2





Girls Get Stitching

Personalize Your Clothes,
Your Room & Your Stuff • 10
Embroidery Stitches • 20 Projects
by Shirley McLauchlan

\$21.95, #11032, 128p, color,
7.5" x 9.5"

ISBN 978-1-60705-833-5

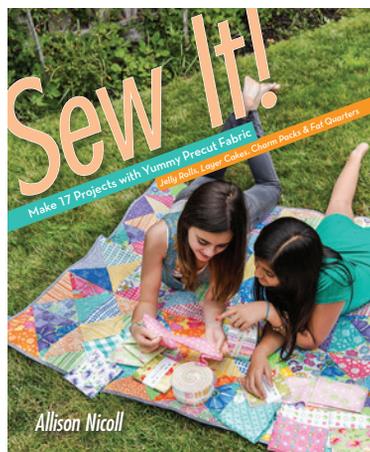
North America Only



Sew It!

Make 16 Projects with
Yummy Precut Fabric—
Jelly Rolls, Layer Cakes,
Charm Packs & Fat Quarters
by Allison Nicoll

\$19.95, #11048, 128p,
color, flaps, 7.5" x 9",
ISBN 978-1-60705-874-8



Fabric • Paper • Thread

26 Projects to Stitch
with Friends

by Kristen Sutcliffe

\$21.95, #10929, 144p, color,
lay-flat binding, flaps, 7.5" x 9"
ISBN 978-1-60705-715-4





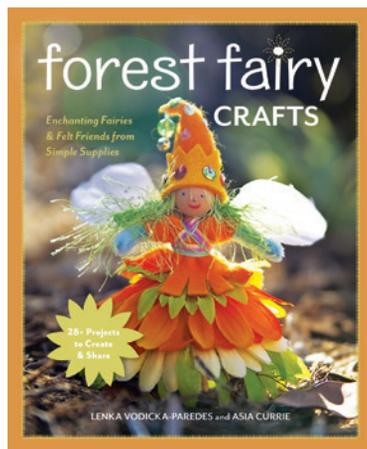
Forest Fairy Crafts

Enchanting Fairies & Felt Friends from Simple Supplies
 • 28+ Projects to Create & Share

by Lenka Vodicka-Paredes
 and Asia Currie

\$19.95, #10918, 160p,
 color, 7.5" x 9"

ISBN 978-1-60705-690-4



We Love to Sew

*28 Pretty Things to Make:
 Jewelry, Headbands, Softies,
 T-shirts, Pillows, Bags & More*
 by Annabel Wrigley

\$22.95, #10889, 176p, color,
 lay-flat binding, flaps, 7.5" x 9"
 ISBN 978-1-60705-632-4



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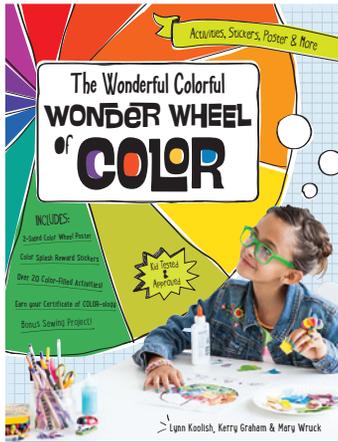
We Love to Sew —Bedrooms

*23 Projects • Cool Stuff
 for Your Space*
 by Annabel Wrigley

\$21.95, #11028, 176p, color,
 flaps, 7.5" x 9"

ISBN 978-1-60705-824-3





The Wonderful Colorful Wonder Wheel of Color

Activities, Stickers,
Poster & More

by Lynn Koolish, Mary Wruck
and Kerry Graham

\$12.95, #20253, 80p + sticker
sheet and poster pullout, color,
8.5" × 11"

ISBN 978-1-60705-892-2

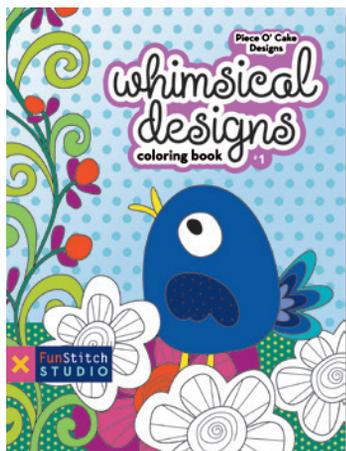


FunStitch Studio books sell products!

Here's just a sampling of materials our readers
will buy from you (*in addition to books!*):

- ✕ buttons
- ✕ embroidery thread
- ✕ fat quarters of coordinating quilting cotton fabric
- ✕ felt
- ✕ fiberfill stuffing
- ✕ fusible fleece
- ✕ needle and thread
- ✕ paper-backed fusible web
- ✕ ribbons
- ✕ safety pins
- ✕ scissors
- ✕ sequins and beads
- ✕ sewing machine
- ✕ twine



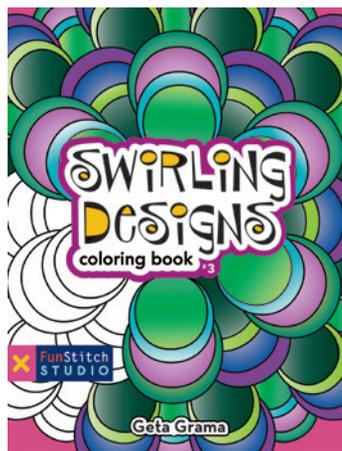


Whimsical Designs Coloring Book

18 Fun Designs + See How
Colors Play Together
+ Creative Ideas

by Becky Goldsmith & Linda Jenkins

\$6.95*, #20218, 40p, b&w, 8.5" x 11"
ISBN 978-1-60705-773-4
UPC 734817-202189

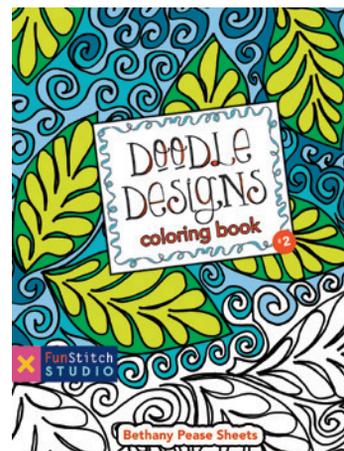


Swirling Designs Coloring Book

18 Fun Designs + See How
Colors Play Together
+ Creative Ideas

by Geta Grama

\$6.95*, #20220, 40p, b&w, 8.5" x 11"
ISBN 978-1-60705-775-8
UPC 734817-202202

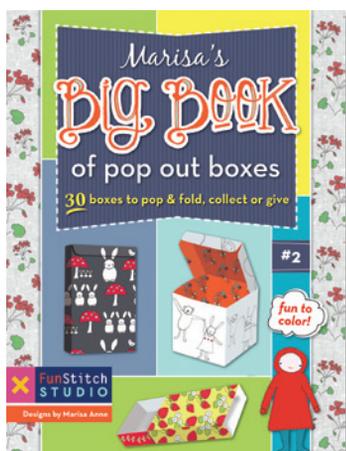


Doodle Designs Coloring Book

18 Fun Designs + See How
Colors Play Together
+ Creative Ideas

by Bethany Pease Sheets

\$6.95*, #20219, 40p, b&w, 8.5" x 11"
ISBN 978-1-60705-774-1
UPC 734817-202196

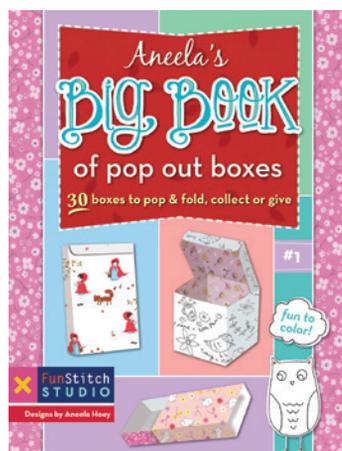


Marisa's Big Book of Pop Out Boxes

30 Boxes to Pop & Fold,
Collect or Give

designs by Marisa Anne

\$8.95*, #20241, 48p, color, 8.5" x 11"
ISBN 978-1-60705-835-9
UPC 734817-202417

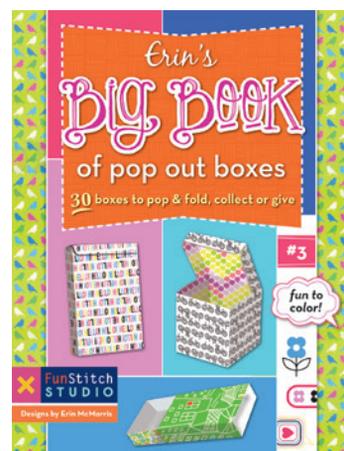


Aneela's Big Book of Pop Out Boxes

30 Boxes to Pop & Fold,
Collect or Give

designs by Aneela Hoey

\$8.95*, #20240, 48p, color, 8.5" x 11"
ISBN 978-1-60705-834-2
UPC 734817-202400



Erin's Big Book of Pop Out Boxes

30 Boxes to Pop & Fold,
Collect or Give

designs by Erin McMorris

\$8.95*, #20242, 48p, color, 8.5" x 11"
ISBN 978-1-60705-836-6
UPC 734817-202424



We Love to Sew—Gifts

Fun Stuff for Kids to Stitch and Share

Let's get started and make gifts for every special person in your life ... don't worry, we won't forget your four-legged friends! Wouldn't it be cool to make birthday presents—or anytime presents—for your family and friends? This book will teach you how! Make a tie for your dad, a scarf for your mom, and a pet bed for your pup! You've never used a sewing machine? Don't worry! You can make a ton of these projects with just a needle and thread; make and gift cute bags, ribbons, and even garlands. You'll be a pro hand-made gifter in no time!

- Make 23 awesome gifts to give to your pals and family for their birthdays and holidays!
- Learn how to use a sewing machine, pick fabrics, and make cute things like pom-poms and garlands!
- Create pretty presents that are easy to make and fun to give!



We Love to Sew—Gifts

Fun Stuff for Kids to Stitch and Share

\$19.95, #11092, 136p + pattern pullout, color, 7.5" x 9"

ISBN 978-1-60705-997-4

FEBRUARY 2015, SEWING, AGES 8 AND UP

Also Available:



\$22.95, #10889



\$21.95, #11028



Annabel Wrigley is an Aussie mom and owner of Little Pincushion Studio, where she teaches young girls everything they need to know to conquer the world of sewing. Her blog chronicles her crafty ventures. She lives in Warrenton, Virginia, with her husband, two kids, and one very loud pug.
littlepincushionstudio.com

ISBN 978-1-60705-997-4



5 2 2 9 5



9 781607 105974



Girl's Guide to DIY Fashion

Design & Sew 5 Complete Outfits • Mood Boards • Fashion Sketching • Choosing Fabric • Adding Style

Do you have a bunch of ideas for super-cute clothes but can't find them when you're out shopping? This book will teach you how to make anything you can dream up! Dresses? Yes. Jeggings? Check. Put your own stamp on everything you create by first sketching your designs in the book. You'll learn how to make fashion design mood boards, using things that you love and that inspire you. You'll be designing and sewing purses, headbands, skirts, and tops in no time! Now you won't even need to leave the house to find your favorite outfit!

- Whip up awesome designs and then sew them!
- Find your own personal style by sketching designs and playing with colors right in the book!
- Learn how to make hip clothes from a New York City-based author!



Girl's Guide to DIY Fashion

Design & Sew 5 Complete Outfits • Mood Boards • Fashion Sketching • Choosing Fabric • Adding Style

\$19.95, #11091, 128p + pattern pullouts, color, 7.5" x 9"

ISBN 978-1-60705-995-0

MARCH 2015, SEWING, AGES 8 AND UP



Rachel Low is the founder of and head instructor at Pins & Needles, a modern sewing and fashion design boutique in New York City. Her mission is to inspire a new generation of sewists. She lives in Manhattan with her dog, Molly. pinsandneedlesnyc.com

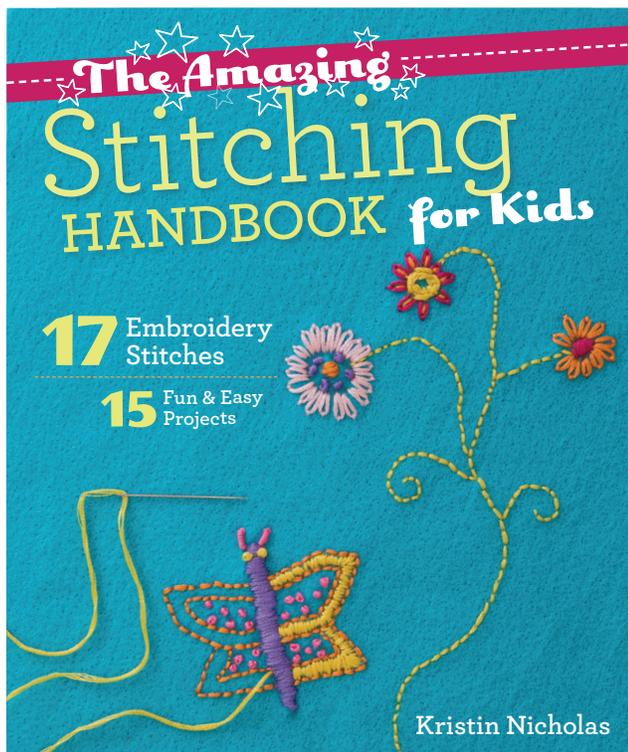
ISBN 978-1-60705-995-0



5 2295



9 781607 059950



The Amazing Stitching Handbook for Kids

- 17 Embroidery Stitches
- 15 Fun & Easy Projects

Transform your plain stuff into awesome stuff with just a bit of fabric and thread! Glam up boring bookmarks, tote bags, and even your jeans! Bored during a road trip or on a rainy day? Grab your favorite color thread and get stitching! Learn and choose from different stitches to make each project exactly what you want. Make presents that your friends and family will love. Put your own stamp on pillows and picture frames. Stitch up some cuteness!

- Make 23 awesome gifts to give to your pals and family for their birthdays and holidays!
- 15 easy projects and 17 stitches show you how to personalize all your stuff
- Unplug from tech devices and make something handmade
- Make these projects in the car, at a slumber party, or even at camp!



The Amazing Stitching Handbook for Kids

17 Embroidery Stitches • 15 Fun & Easy Projects

\$16.95, #11081, 128p, color, 7.5" x 9"

ISBN 978-1-60705-973-8

JUNE 2015, SEWING, AGES 8 AND UP

Also Available:



\$12.95, #20139



\$39.95, #20140



Kristin Nicholas is a knitting/needlework industry veteran of more than thirty years. She is a featured expert on PBS's Knit and Crochet Now and has appeared on Martha Stewart Living TV. Kristin lives with her family in Massachusetts. kristinnicholas.com

ISBN 978-1-60705-973-8



5 2 4 9 5



9 781607 105973

Felt Heart Paper-Clip Set

What Do I Need?

- Scraps of felt
- Fun-colored perle cotton #8 or embroidery floss separated into 3 strands
- Paper clip
- Polyester stuffing
- Basic sewing supplies (page 10)

special skills

- Refer to The Rules of Sewing (page 7)
- Using an iron (page 19)
- Making and using templates (page 18)
- Sewing a running stitch (page 23)

Prepare the Pieces

1. Make templates using the patterns (Felt Paper Clip patterns, page 133).

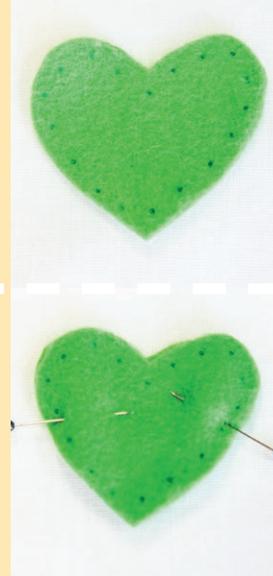
2. Trace the template pieces onto the felt with an erasable pen. You will need 2 of each shape.



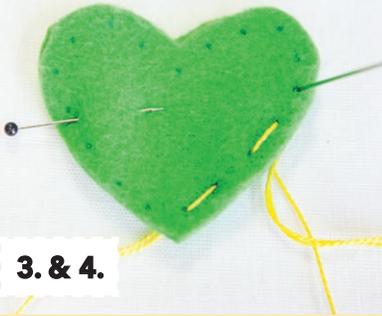
Let's Make It

1. Mark dots with an erasable pen every 1/4" around 1 piece of each shape. This will help your running stitch stay even.

2. Pin the pairs of pieces together.

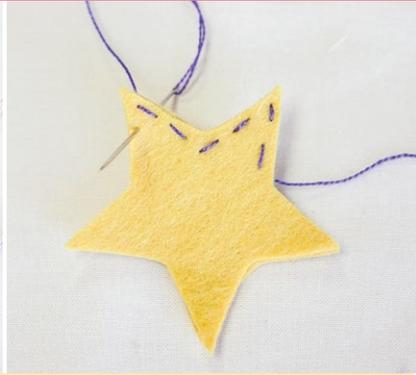


Let's Make It continued

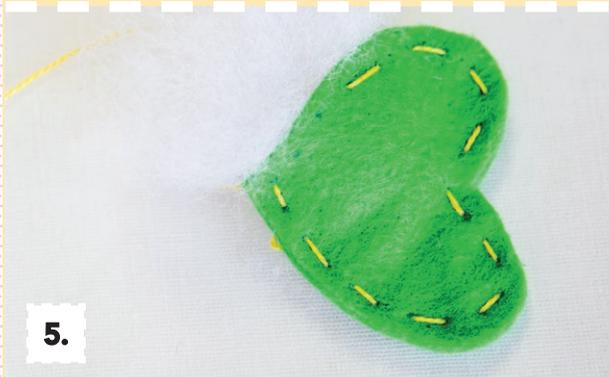


3. & 4.

Tie a knot in the perle cotton or floss, about 2" from the end.



Bring the needle through from the back of the felt. Sew a running stitch all the way around the shape but leave a small 1"-long opening to stuff it. Do not knot the thread yet. Let the thread and needle hang loose for now.



5.

Use tiny tufts of stuffing to fatten the little shape.



6.

Continue stitching to close the opening. Tie a double knot at the end with both ends of the perle cotton or floss.

Finish Up!



Attach the shape to the paper clip with a little stitch that will run through the top of the paper clip and the middle back of the shape.

Use these paper clips as bookmarks or to hold that stack of pesky papers together!