



The American Sewing Expo™, Inc

FOR IMMEDIATE RELEASE

CONTACT:

Nancy Rosen (248) 540-3197
nancyr@nancyrosenandcompany.com
Janet Pray - Show manager
(248) 889-3111, ext. 21

AMERICAN SEWING EXPO
RETURNS TO NOVI IN SEPTEMBER

NOVI, Mich. – Sept. 23, 2016 – The 23rd annual American Sewing Expo returns to the Suburban Collection Showplace in Novi, Friday, Sept. 23 and runs through Sunday, Sept 25 with quilting, costume making, fashion sewing, fiber arts, crafts and ‘sew’ much more.

“From a live sewing challenge to the chance to win a sewing machine each day – there’s never a dull moment at our show,” said Janet Pray, show producer of the largest independent consumer sewing show in the country. “There’s something for the beginner to the advanced and everyone in between, from hands-on workshops and free demonstrations to cosplay and quilting exhibits.”

Featured celebrities and show instructors include couturier fashion designer, Threads contributing editor and author Kenneth King; sewing, embroidery and embellishment expert Hope Yoder; cosplay designer and author Kristie Good; Simplicity Patterns costume pattern designer Andrea Schewe; fashion sewing expert from PBS “It’s Sew Easy” Angela Wolf; and pattern design and fitting expert from University of Rhode Island Jennifer Stern.

Reality sewing television competitions are the inspiration for the “Passion for Fashion Sewing Challenge,” sponsored by Baby Lock and American & Efird, that has 12 finalists designing and sewing garments on Friday and Saturday, judged during a fashion show on Saturday and displayed on Sunday (similar to Lifetime’s Project Runway).

Attendees can learn tips and techniques at make-n-take projects in vendor displays and as they sew their own project to take home at the Sew Party Café sponsored by Country Stitches and the Serger Studio sponsored by Janome.

The “Innovation Generation Fashion Show Competition,” sponsored by Baby Lock and Coats & Clark, will be held on Saturday for 8 to 18 year olds who know the sewing process and have made their own garments. Entries are prejudged and then worn by the contestants on the Expo Fashion Stage.

Special displays and events will include the world of cosplay in “Bringing the Fantastic to Life;” art quilting in “Stripping with Friends;” free motion thread painting fiber art in “Eric Drexler Quilt Design Exhibit;” use of recycled materials in “Recycle Runway;” ask the designer, scavenger hunt and costume making tips in the Social Media Lounge; and gifts for the first 100 show attendees each day.

Attendees can win a sewing machine each day sponsored by Baby Lock and Janome or a Dream Sewing Room on Sunday, sponsored by Janome and Gall Sewing and Vacuum Centers of Michigan. Showgoers wearing anime, steampunk, historical, TV, movie, video game, or comic book characters in the Costume Contest Fashion Show on Sunday are awarded prizes.

Show exhibits include sewing machines, sergers, machine embroidery, fabrics and supplies, embellishments, drafting, fitting, accessories, notions, threads, patterns, technology, kits, gadgets, embroidery designs, tools and other products for fashion sewing, quilting, costuming, needle arts, home decorating and wearable and fiber arts. Showgoers can attend over 170 seminars, classes, workshops and fashion shows.

“The expo is a perfect weekend getaway for mothers, daughters, sisters or friends to learn to quilt or sew, test-drive sewing machines and be inspired by ‘sew’ many possibilities,” said Pray.

Suburban Collection Showplace is located at 46100 Grand River Avenue between Novi and Beck Road in Novi, Michigan. Show hours are 9 a.m. - 6 p.m. Friday; 9 a.m. – 6 p.m. Saturday and 9 a.m. - 5 p.m. Sunday. Preshow workshops are 9 a.m. - 5 p.m., Wednesday, Sept. 23 and Thursday, Sept. 24. Expo admission is \$14 and children 15 and under are admitted free with a paying adult. One-hour seminars are \$14, all-day workshops are \$130 and special combination packages are available. Onsite parking is available for \$5. For more information, visit www.AmericanSewingExpo.com, Facebook.com/AmericanSewingExpo, Instagram.com/AmericanSewingExpo, Pinterest.com/AmericanSewingE/ or call (248) 889-3111.

MEDIA NOTE: Press release and photos of the show can be e-mailed to you or are available at our Web site. Contact Nancy Rosen (248) 540-3197 or nancyr@nancyrosenandcompany.com