

Bear in Mind

An electronic newsletter from Bear Threads Ltd.

Volume 5 – Issue 1 – January 2013

From The Editor –

WOW! “In like a Lion – out like a Lion.” For me, that was Christmas 2012. What is Christmas? I mean what IS Christmas today, not what is it supposed to be. We all know what it is *supposed* to be. But today Christmas has become cleaning, shopping, parties, giving, receiving, cooking – but at the end of the day how do you feel? For me as the Christmas wrappings are tossed, the food finally eaten and all the decorations safely packed away, there is a bit of a “Christmas Void”. Aside from those honored friends, family and loved ones who received a card, package or invitation, how many others were neglected? I am speaking of those you encountered during the past year who gave of a small or large ‘random act of kindness’. You know who they were – but you were too busy that day to stop and say ‘Merry Christmas’ in a manner of – ‘Thank you for being so unselfish and thinking of others before yourself’.

As Chair of the Worship and Music Committee in our church, Christmas ‘work’ begins in the fall. Advent falls on the heels of Thanksgiving and there are services and music programs to plan and execute. By the time all of the above is done, Christmas Day dawns and Jim and I say, ‘where did the time go?’

So to you, our loyal and treasured customers, we all at Bear Threads would like to pause and say ‘THANK YOU’ for your business in the past year. We sincerely appreciate it! And may we all, when a small or large ‘favor’ is encountered in this New Year, say ‘Thank you’ and ‘an early Merry Christmas to you in 2013’. They may be surprised, but so be it! That is what the surprises of a magical Christmas should be!

Speaking of the New Year, it is here! And with it we are preparing for an early Easter. Please plan to come to Birmingham January 13-14 for our Creative Sewing Market. Lots of vendors will be offering new patterns, fabrics and other goodies.

Bear Threads has new laces and fabrics, as well as our vintage collection. Remember that our ‘cash and carry’ is just that – cash or check – NO CREDIT CARDS!

In this issue of *Bear In Mind* we are featuring new patterns and ideas for spring sewing and sales. As always, we are here to serve you and help you to have a successful year. Just call us with any questions or needed help.

Happy New Year –

Sheila

CREATIVE SEWING MARKET

**SUNDAY &
MONDAY
JANUARY 13 - 14,
2013**

**MARRIOTT
GRANDVIEW
U.S. 280
BIRMINGHAM, AL**

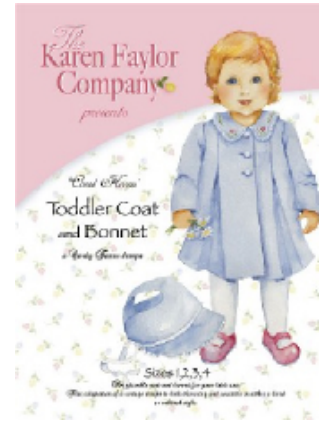
Easter Coats

Born and raised in the Atlanta area, I can remember many a year that our greatest snowfall came in March. Just a couple of Easter's past, we experienced a freeze here that destroyed all of the lovely spring blooms both on trees and flowers. As children, my sister and I were fortunate to have a mother who sewed beautifully. She made nearly all of our clothes and we were proud to have unique designs that always received compliments from our friends. Consequently, every Christmas and Easter our holiday dresses were accompanied by a matching lined coat.

With Easter coming in March this year, and with such an abundance of wonderful coat patterns available on the market, this would be a great opportunity for you to encourage your customers to add a matching coat to their Easter dresses. Sewing coats can seem a bit daunting to the novice, but a class that offers step by step instructions will encourage even the most timid. And how proud seamstress will be to see their little one in matching coat and dress.

We have shared some here for you. Other coat patterns include those by Karen Faylor, Carol Harris and Trudy Horne. We suggest Bear Threads Swiss Cotton Flannel for both the outer fabric and lining, or perhaps Swiss Wool Challis or our Bearlin.

Happy Easter Sewing!



The Christmas Coat

"A husband bought his lovely wife a fur coat for Christmas. It was made of the finest hamster fur. She was delighted and insisted on wearing it to the county fair. She received many compliments from passersby. The only problem was it took him four hours to get her off the Ferris wheel!"

Children's Corner Patterns is pleased to announce the reprinting and updating of some of their patterns.

One of the most popular and classic patterns, *Jenni Leigh*, is now packaged with #15 *Carol*.



Another all-time favorite, #77 *Louise*, has been reprinted for a more contemporary look.



Contact Children's Corner at ccornerp@bellsouth.com to place your order.



Gillian by Bonnie Blue Designs

Jacket and Pants sizes 1-4.

The jacket is fully lined with an optional inset and detailed instructions for a smocked inset. Smocking plate with little ducks from Ellen McCarn is included.

This Jacket is ideal for girls and boys.

Patterns available at www.bonniebluedesigns.com

Maggie's Classics Patterns & Chery Williams Patterns

are owned and distributed by

Thimbles - Hoover, Alabama

Phone: 205-682-6008



EXPANDING YOUR MARKET

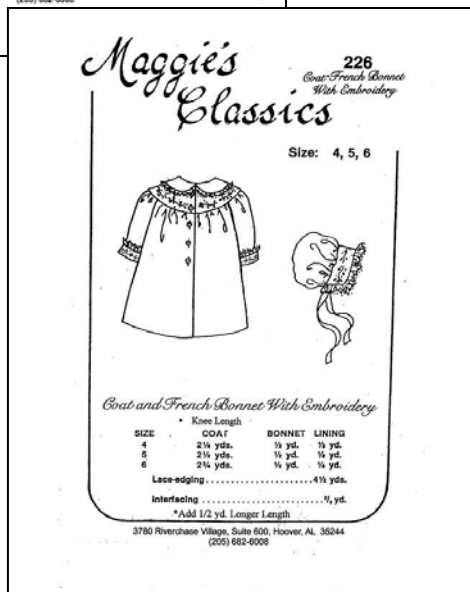
Some things never change – denim rules, pink sells and yellow continues to miss the gender-neutral sweet spot. AND some shops think that by the time a child is in 2nd or 3rd grade, they are too old for Heirloom Clothing. For over 30 years I have been on my ‘box’ saying Heirloom Clothing is not just for young children. In previous articles, we have talked about ladies nightgown classes and lingerie classes for brides. Another market is the ‘tween’ market. Yes, they have been called everything from pre-teen to sub-teen. We’ve tried everything from making a sophisticated yoke dress, (usually does not work), to taking junior and adult clothing ‘down’ to make it age appropriate (usually does not work either!).

There are several pattern companies now that make age appropriate styles for these tweens. Just a few are Children’s Corner, Ginger Snap Designs, and Trish’s. However, more often than not, shops make these patterns in fabrics more appropriate for play or casual wear. Try making some samples from your finer, dressier fabrics incorporating French laces and Swiss embroideries. Make a display of Birthday Party paraphernalia for the 8-12 year old with these garments and age appropriate gifts. When the older child comes into your shop with their younger siblings, they might just find an idea for their own next party.

Other ideas for these teens are tote bags – remember they are starting to have and go on sleepovers – school spirit color themed articles and monogramming, which is the hottest thing currently.

Expand your market – there are so many ideas unique to your town and neighborhood. Look about and engage your younger shop visitors in conversations of what they are interested in and would like to see you offer.

Happy Stitching



“TINS”

As seamstresses we have needles, pins, scissors, cutters, thread spools, thimbles...the list goes on and on. And we are not happy with ‘some’ of each. NO! We need pins for every weight of fabric, scissors for every task, needles for every size thread, and every shade of pink thread from white to red. So where do we keep all of this ‘stuff’?

My favorite storage vessel is the tin. My parents and grandparents were in the antique business. From an early age I developed an appreciation for all things old, and the older tins are so very charming. Of course, my age has something to do with this love affair of tins....*I hear you all chuckling now!*

Well, how many of you remember face creams sold in tins – remember Noxzema in the blue and white tin? Tins have been used for centuries to store sugar, tea leaves, cookies, and, yes, the ubiquitous Christmas fruitcake. Today new tins are produced using the same sweet designs of old, as well as more modern art. Tins today are used for holding Easter eggs, candles, plants and mints for gifts and table favors.

So why not use them for buttons, safety pins, and all manner of sewing supplies. Pictured are some from my collection. Why not start your collection the next time you find yourself in a ‘junk’ store. Hint: The Brits are still believers of tin storage and you can find lots of candies and cookies sold in them. So, just hop over the pond and have a look about!

Sheila Nicol



FYI DEUX VS DOE

In my nearly 35 years in this industry, I know that there are some words that stump ladies with their pronunciation. They tend to be the same words for all of you with ‘challis’ and ‘guipure’ leading the list! But I must admit the most often mis-pronounced word is ‘entredeux’. And that would be deux, not doe as in the female of the deer family. Entredeux is a French word meaning ‘between two’, and it is literally used to join 2 laces, embroideries, fabrics or lace to fabric or embroidery. It is pronounced as in a very short ‘duh’ with a very slight ring of the letter ‘r’ in the ‘duh’ as ‘durh’.

And now you know!

Sheila Nicol

Tami's Take on Tins



My family believes I am obsessed with tins. I blame my sister. When we were small and Mom used the last Band Aid from the tin Band Aid box, my sister would always get that great tin box with its hinged lid. Somehow she always seemed to be there when Mom asked who wanted it. Now as an adult, I collect tins of all kinds. I even have a collection of Band Aid tins.

An absolutely great idea with tins is to recycle old Altoid tins. Using your fabric scraps and fabric glue, you can transform the tin into a sewing kit or first aid kit. This fun project also makes great gifts.



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