

Bear in Mind

An electronic newsletter from Bear Threads Ltd.

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From The Editor –

Most of you probably still have remnants of Christmas wrappings and icicles from the Christmas tree lying around your house, so the good news for you is that Easter is later this year – actually almost as late as it can be. Technically, Easter will always fall between March 21 and April 25, and in 2019 Easter is **APRIL 21**. But while you are vacuuming up the residuals of the holidays, you are probably starting to think about Easter promotions and designs, both in your shop and for your little ones.

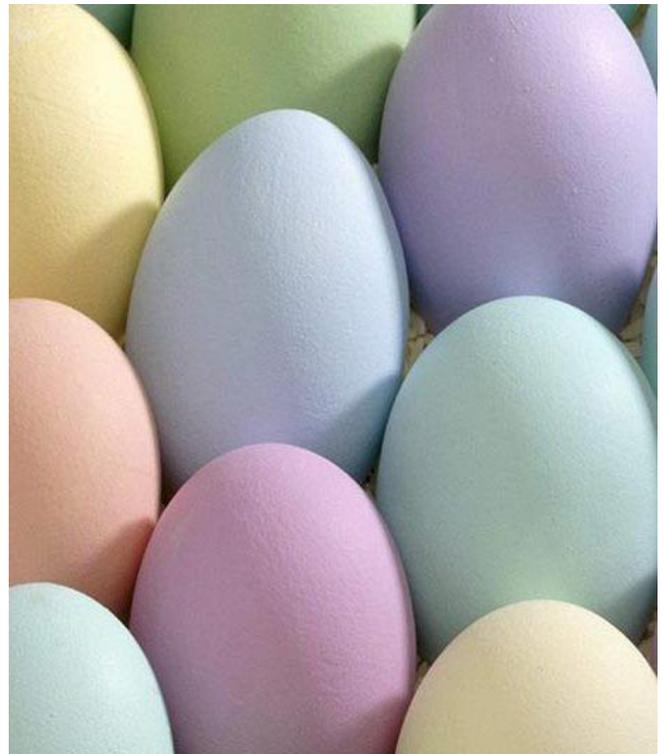
So starting with this January issue and continuing through March, our *Bear In Mind* newsletter will be devoted to just that – the design and planning aspects for Easter sewing. We will be offering many vignettes of fabric and trim combinations with a nod to Easter. Also, I will be touching on some basic design protocol. I say basic, because it could very well take a four-year college degree to really learn the many aspects of design. I hope these issues will both inspire you and help you to feel more comfortable in your creative zone.

Finally, we are just receiving a shipment from Switzerland of fabrics and embroideries, all with you in mind. We are WELL stocked and ready to fill your every need. We look forward to working with each of you this year, so feel free to call with any inquiries or questions.

Happy New Year and Happy Stitching,

Happy Stitching,

Sheila



AN INTRODUCTION TO CLOTHING DESIGN PART I

Like many cities, Atlanta has a tradition of offering a Decorators Show house with proceeds going to charity. It is always fun to see the many ideas, but I often come away with the idea that one designer tried to put every idea she ever had into one small room, even if there was no continuity from one idea the next. I do not have a design degree, but there are some simple rules, traditions and protocols that should be obvious with a little thought. So in this series we are going to take a basic beginners class in the elements of good design.

The Embroiders' Guild of England published a lovely book in 1984 simple entitled "Needlework School". The following is an introductory paragraph on design: *'What exactly is meant by design? It means to make an arrangement, to plan and select ingredients that will work together as a whole. What precisely makes a good design as opposed to a poor one is difficult to define. Purpose and personal taste play an integral part. This is apparent in an individual's personal style, choice of clothes and home environment. The elements of color, line, space and form all play an important part in the composition of a design.'* Contrary to wishful thinking, good design is not magical, as if the designer simply stumbled upon a great combination of components that were both pleasing and interesting to the eye.

It is generally accepted that there are 6 Elements of Design: Color, Line, Shape, Texture, Composition (space or framing) and Type. Within these 6 elements there are other considerations known as the Principles of Design, and these include such thoughts as unity, harmony, balance, scale, and similarity vs. contrast.

In our industry of Heirloom Sewing, the garments we construct most often use the elements of color, line, shape and texture. Unless you have a particular fabric or trim from your 'stash' you are set to use,

color will probably be the first decision to make. Perhaps your little girl has already announced that she wants a particular color for her Easter dress. Then comes the selection of the fabric, but, you will need to consider the style of the garment to see how the texture of the fabric will 'hang' from your chosen pattern. For examples lots of gathers are not going to hang nicely in a heavy pique!

Our first five 'Creative Ideas'

SHEER DELIGHT is a great example of texture, balance and harmony. The Swiss Organdy embroidery is in perfect balance with the Sheer Swiss Voile check.

APPENZELL PINK WITH BLUE balances two slightly darker colors. The Appenzell Pink is a tad darker than baby pink and the trims using two colors unite dots of Swiss embroidery with dots in French laces.

LITTLE BOY BLUE is a fabulous example of the element of line. Here we have combined straight lines; we call geometrics of embroidery with geometric lace. Even the dots forming the tiny flowers blend with the dots in the lace.

CHOCOLATE BUNNIES AND CHICKEN PEEPS show the unity and balance with heavier flannel and padded embroidery, and delicate chicks and flowers with delicate Dotted Swiss.

DANCING BEARS shows the combination of textures will work if there is some continuity/unity in the design. In this case combining the colors of the bears is the unity.

We will continue in February with a more in depth look at the elements of design and how they relate to clothing design.

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SHEER DELIGHT

Voile Check

F-56

Embroidery on Organdy

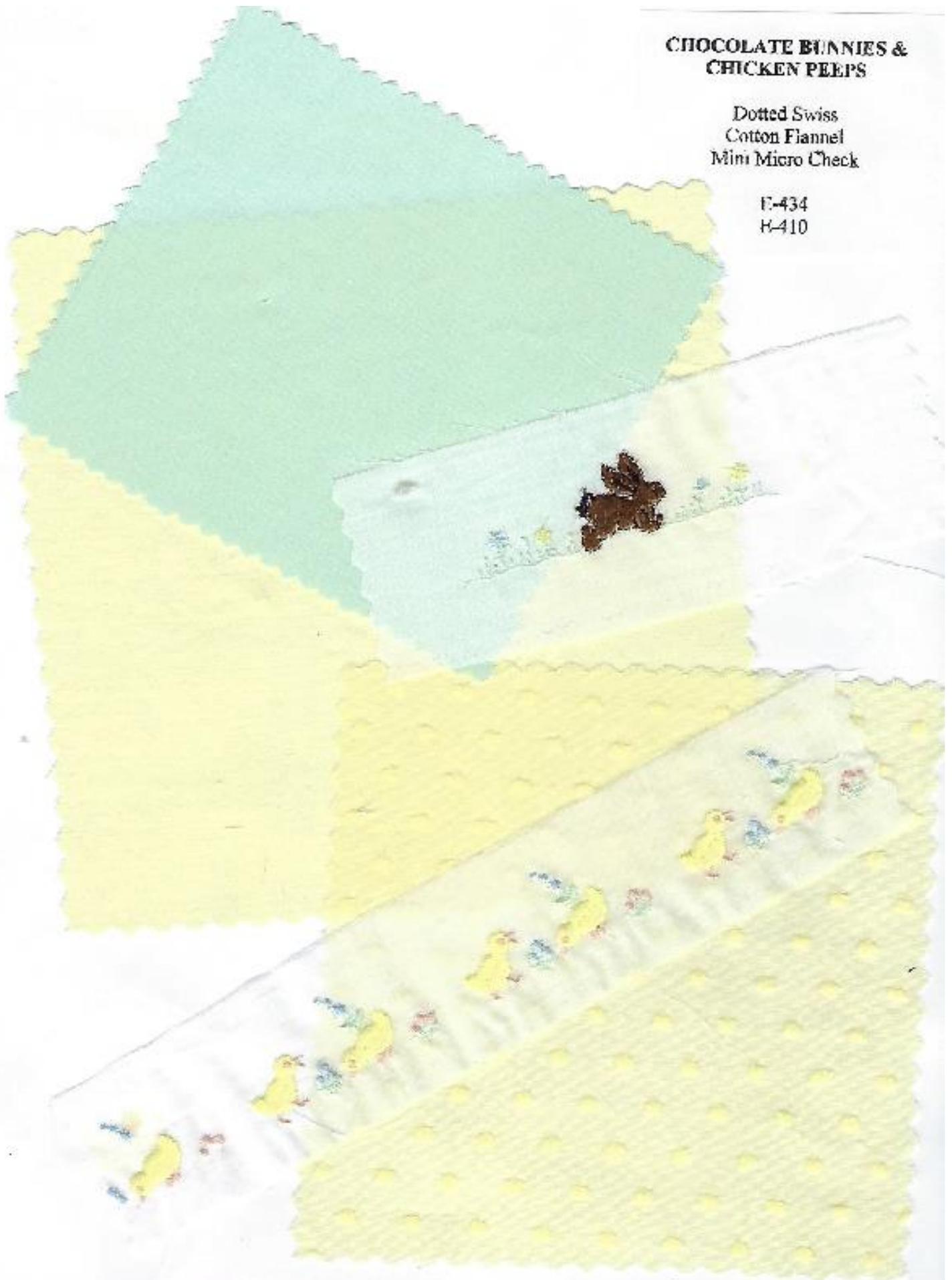


SHEER DELIGHTS presents simple elegance without a lot of extras. The Swiss Voile is elegant with the organdy edging at the bottom. Add a white or pink sash and voila – Easter ready!

**CHOCOLATE BUNNIES &
CHICKEN PEEPS**

Dotted Swiss
Cotton Flannel
Mini Micro Check

F-434
H-410



CHOCOLATE BUNNIES AND CHICKEN PEEPS offers a variety of fabric weights to make great brother sister outfits. The flannel is fantastic for boy's shorts or girls Easter coats!

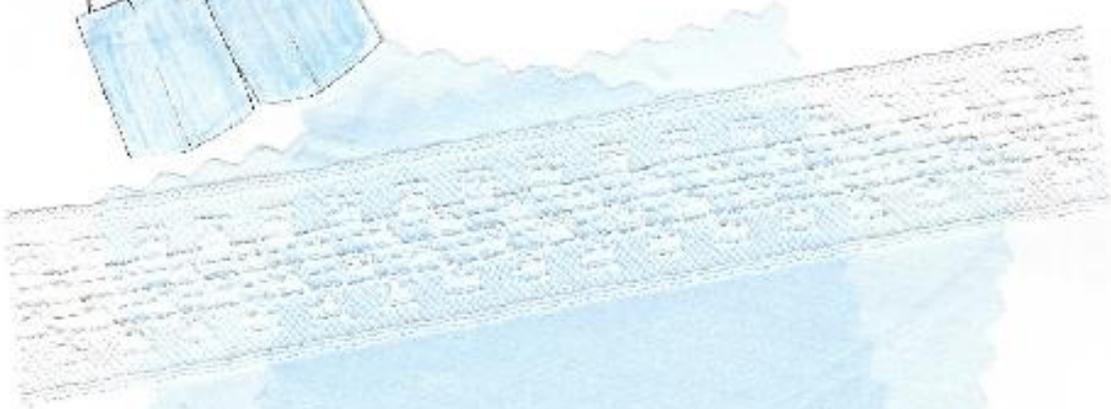
LITTLE BOY BLUE

Bearissima

L-468W

E-438B

L-465W



LITTLE BOY BLUE is traditional Southern Heirloom sewing at its best. This combination is suitable for boys or girls and will remain a classic forever!

APPENZELL PINK WITH BLUE

Appenzell Pink Bearissima

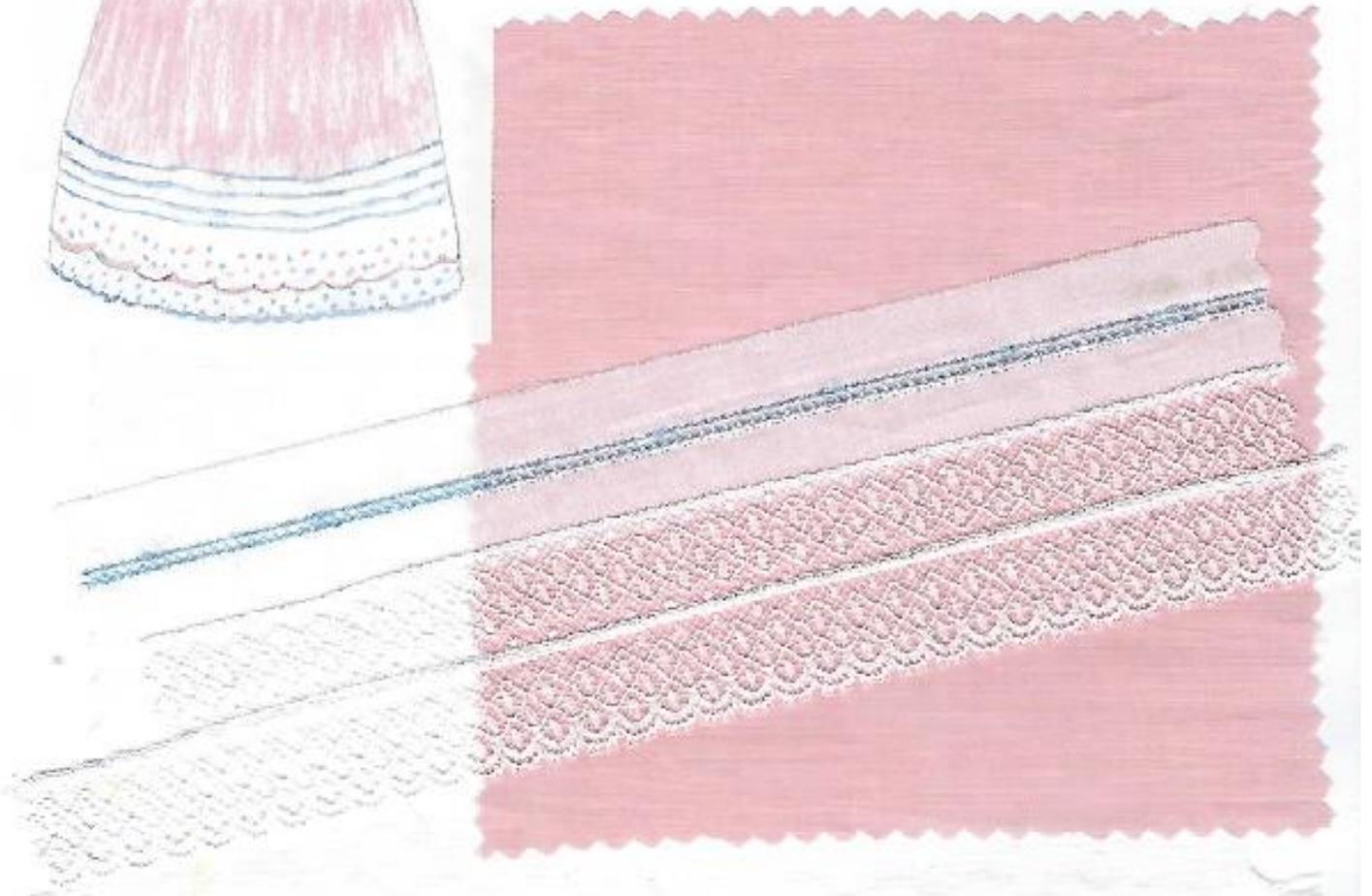
L-31W

E-10B

L-32W

E-27APB

E-47B



APPENZELL PINK WITH BLUE is again suitable for boys or girls. The Appenzell Pink is not a sissy pink but with a tad of brown added. Brown added to the pink instead of yellow keeps it from being 'orange'.

DANCING BEARS

Dotted Swiss
Bearissima
F-30P



DANCING BEARS allows for a choice of weights for either boy shorts in flannel, or girls dresses in Dotted Swiss or Bearissima Batiste with a matching Swiss flannel coat!

Fun Facts about New Year's

1. The song traditionally sung on New Year's, "Auld Lang Syne," means "times gone by".
2. Black eyed peas, ham, and cabbage are considered good luck if you eat them on New Year's Eve or Day because it is believed they will bring you money.
3. Lobster and chicken are considered bad luck because lobsters can move backward and chickens can scratch in reverse, so it is thought these foods could bring a reversal of fortune.
4. In Italy, people wear red underwear on New Year's Day to bring good luck all year long. The tradition dates back to medieval times.
5. Time Square New Year's Eve Ball was first dropped in 1907 after there was a fireworks ban. The original ball weighed 700 pounds and featured 100 25-watt bulbs. Much different to the ball we know today!
6. The earliest known New Year celebrations were in Mesopotamia and date back to 2000 B.C.
7. January is named after Janus, the god with two faces, one looking forward and one looking backward. He is the god of beginnings, transitions, gates, doors, passages, and endings.
8. Ancient Persians gave New Year's gifts of eggs, which symbolized productiveness.
9. The first recorded New Year's celebration dates back 4,000 years to Babylon, when the first moon after the spring equinox marked a new year. In 46 B.C., Julius Caesar created a calendar with Jan. 1 as the first day of the year, partly to honor Janus, the month's namesake.
10. The tradition to kiss at midnight isn't a recent invention. According to old English and German folklore, the first person you come across in the new year could set the tone for the next 12 months.



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