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Brother International Corporation Fuels Interest in Sewing with Limited Edition *Project Runway* Machines and New High-Performance Technology

Interest in sewing is hotter than ever and Brother International Corporation, a company that understands sewing fanatics, is stoking the fire for both dealers and consumers. There is a lot to look forward to this fall from Brother, such as innovative sewing technology, limited edition machines in celebration of Brother being named an official licensee of *Project Runway*, strong dealer sales and continued education support.

Brother is a wholly owned subsidiary of Brother Industries Limited (BIL), with worldwide sales approaching \$5 billion. “This global manufacturer was started almost 100 years ago by sewing fanatics,” said Dean F. Shulman, senior vice president of Brother and head of the company’s Home Appliance Division. “The engineers and designers in Japan ‘get it’ and they build it,” he said.

Dean F. Shulman
Senior Vice President,
Brother International

“...to appeal to a new generation of designers who are inspired to create and design like those on *Project Runway*...”



Brother is the Official Sewing and Embroidery Licensee of *Project Runway*

Part of the growing interest in sewing comes directly from the Emmy-nominated hit fashion design competition series, *Project Runway*. Brother is proud to be the official sewing and embroidery licensee of *Project Runway* and has added a limited edition series of *Project Runway* sewing machines to its already extensive line of sewing, embroidery and quilting machines. This announcement falls on the heels of *Project Runway* announcing that Brother was one of five

multi-year licensing partners coinciding with the airing of the fourth season. These new *Project Runway* Limited Edition machines, the Innov-ís 40 and Innov-ís 80, are branded with the *Project Runway* logo and will be available at participating Authorized Brother Innov-ís dealers this fall.

“Brother has aligned itself with this fashion-oriented, hip brand to appeal to a new generation of designers who are inspired to create and design like those on *Project Runway*,” explained Shulman. “The Limited Edition Innov-ís 40 and Innov-ís 80 computerized

sewing machines are perfect to carry the *Project Runway* brand. They are affordable, easy to use and feature packed for both the beginning designer and the advanced sewer,” he said.

Both machines have Brother’s built-in automatic Needle Threading System, an LCD window to make sewing and stitch selection easy and automatic buttonhole capabilities. When it comes to decorative options, these machines measure up to the most demanding designer. The Innov-ís 80’s alphanumeric font—with 55 characters—makes monogramming and lettering easy. Plus, it has a hard cover and the ability to combine up to 35 stitch patterns, repeat patterns and create mirror images that allow personalization of every project. The Innov-ís 40 is packed with features that will fuel anyone’s creative impulse to make their own customized clothing. Features include variable speed control, 7-point feed dogs for smooth fabric feed and the ability to create perfectly sized buttonholes. Both models are loaded with unique stitch choices for high-end fashion sewing versatility.

Duetta™ 4500D: Do it All, Do it Better

The newest, and most advanced, in Brother’s extensive line of machinery is the cutting-edge Duetta™ 4500D, a computerized sewing/embroidery/quilting machine with more than 60 new and popular features created from customers’ specific suggestions. The Duetta 4500D’s powerful features include push-button automatic needle threading, low-bobbin indicator, Quick-Set™ drop-in bobbin, automatic thread trimming and the loudly applauded Automatic Height Adjustor™ (AHA) feature. This feature continuously assesses fabric thickness while sewing and adjusts tension accordingly, making the Duetta 4500D stitch perfectly on heavy fabrics, thick seams, patchwork quilting and complex garment details.

The Duetta 4500D is also rich in creative resources, with eight categories of built-in embroidery designs, including 134 built-in Disney® designs, 306 decorative stitches and a huge array of lettering fonts. Sewing enthusiasts can use those decorative options to great advantage in the Duetta 4500D’s generous stitching area—nearly 12” x 7”.

Building a Businesses with the PR-620

This fall, Brother introduces the PR-620, the latest in the popular PR-600 series, to address the growing market of home embroidery businesses. The versatile 6 needle embroidery machine has the capability to stitch on hats, pockets, bags, jeans and many other items with ease. The PR-620 includes built-in upgraded software to accommodate the latest accessories to make embroidery even easier.

New, optional accessories include advanced cap frame attachments to give you a generous cap embroidery area, a cylinder frame that makes embroidery on pant legs, sleeves and other hard-to-reach locations easy and a nearly 12”x 8” flat frame designed to prevent fabric pinching. The new machine

and accessories combine the power and precision of a commercial embroidery machine with the ease of use of a home embroidery machine.

The PR-600 series continues to be supported by “How to Start an Embroidery Business” seminars conducted by Brother educators at participating Authorized Brother Innov-ís dealers throughout the United States. With the help from Brother educators and dealers, many embroidery enthusiasts have turned their hobbies into profit-producing businesses with the PR-600 series machines.

Industrial Power in Select Markets

BIL has an established reputation for manufacturing high-quality sewing and embroidery machines for both the industrial and home products markets. In response to increased demand for “the next level” of commercial embroidery capability, Brother responded in a unique way. Brother’s Home Appliance Division, in cooperation with its sister Industrial Products Division, offered distribution of the 12 needle BE-1201B-AC industrial machine to select Brother Innov-ís dealers around the country. Dealers were chosen based on a combination of customer demand and the dealer’s ability to support this new product with training, education and after-market support. The success of this machine in these select markets will determine if it will be a widespread industry addition to the home appliance market.

Embracing the Next 100 Years

“BIL’s mission during its first century, to make machines and products easier to use and more effective through constant innovation, remains its mission for the next 100 years,” said Shulman. Following that path has made Brother one of the premier sewing, embroidery and quilting machine manufacturing companies in the world—and it’s forged a bond between Brother and home sewing enthusiasts.

According to Shulman, “We believe in keeping customers for life by making products that grow with their interests and skill levels. Our customers demand the best, the most advanced, the most innovative...they’re fanatics about sewing as their creative medium,” he said, “and so are we.”

