

DIY event attracts stylish young sewers

Chicago style party sponsored by Baby Lock, DIYSStyle



Allyce King and Melissa Watson host the first DIYSStyle Party.

215 pairs of panties, 160 eco-totes, 130 distressed denim patches and 145 t-shirt creations were all hand made at the inaugural DIYSStyle Party in Chicago on July 10. Hosted by Baby Lock and DIYSStyle.net, young sewers stitched, hemmed and serged alongside seasoned veterans to hone their sewing and design skills with rows and rows of brand new Baby Lock sewing machines.

The event gathered fashionistas, sewers, up-and-coming designers and DIYers at the Hyatt Regency O'Hare for a full day of designing and sewing. \$20 got each participant in the door and gave them access to Baby Lock sewing machines and sergers, as well as piles of colorful fabric, numerous tools and supplies, and the assistance of friendly volunteers from the American Sewing Guild.

"This event was a lot of fun," said Holly Bueb, a young teacher who was one of 200 participants at the DIYSStyle Party. "When you think about it, sewing classes can cost a lot of money, but an event like this lets you practice sewing all day for only \$20 and provides you with the tools you need to learn to do it yourself. And now you can sew again and again."

The event included four fun "stitch stations" that offered patterns and inspiration for a variety of trendy projects. It also featured a fashion show that showcased independent Chicago designers. And DIYSStyle stars Melissa Watson and Allyce King enjoyed the party the entire day, offering advice to young sewers and creating a few projects themselves.

Also at the DIYSStyle Party, Baby Lock debuted a new line of five sewing machines targeted at the next generation of sewers. Called the A-Line series, the machines are all named after famous style icons and offer features that cater to both beginning and intermediate sewers.

To stay tuned for similar events or to check out the A-Line series, visit www.totallystitchin.net or www.diystyle.net.



Baby Lock and the American Sewing Guild sponsor the DIYSStyle Party at the Hyatt Regency O'Hare.



with Allyce King & Melissa Watson
Make It Your Style!

Subscribe to their new sew-centric vodcast @ www.diystyle.net

About Baby Lock

Baby Lock offers a full line of products that enhances the love of sewing for the sewing enthusiast as well as the younger, fashion-conscious designer. The technically advanced sewing machines, sergers, embroidery products and exclusive software attract celebrities from sewing authority Nancy Zieman to teen superstar Hilary Duff. Call 1-800-422-2952, or visit www.totallystitchin.net for more information.

About DIYSStyle

A Web site hosted by young sewers Melissa Watson and Allyce King, DIYSStyle presents vodcasts, a blog and an online community that teach a young audience to sew from the ground up. Upbeat and fashion-forward, DIYSStyle offers expression, inspiration and assistance for both new and experienced sewers.

For more information, visit www.diystyle.net, or call 1-636-978-4588.