

BROTHER™ AND FASHION DESIGNER ANGELA WOLF SHARE PASSION FOR DESIGN

Angela Wolf Hosts Brother™ New Product Videos and Supports Brother Education on Television, Internet and Social Media.

At some point in our lives, we have been asked the question, “What do you want to be when you grow up?” For Angela Wolf, an internationally renowned fashion designer, the answer came easily at the age of six, when she began sewing on her mother’s sewing machine. The rest, they say, is history.

Angela has many jewels in her crown of accomplishments and says she is still amazed at how many different paths her career has taken. One of her starring roles is her position as couture sewing expert on the PBS series, *It’s Sew Easy*. Angela was approached last spring by one of the show’s sponsors, Brother International Corporation, to host their introduction videos for their exciting new V-Series line of quilting, sewing and embroidery machines.

“I was thrilled for the incredible opportunity to work with Brother,” said Angela. “Brother machines have been center stage in my design studio for years.” In total, Angela has hosted 13 videos for Brother, detailing specific sewing techniques that use industry-first features found on the new machines. Her celebrity status and reputation for making sewing look ‘so easy’ brought a fun tone to the videos and lent a comfort factor as well, by showing how even the most sophisticated Brother machine can help make a novice sewer be an expert at creating beautiful designs.

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- Angela Wolf

Her talent for transforming a vision into a couture design has captured the attention of elite society and fashionistas worldwide. In 1994, Angela started a custom apparel business, ABO Apparel in St. Joseph, Michigan, where she worked out of a small condo which she converted into her first ‘studio.’ It wasn’t until she had her first fashion show shortly after that her name became known in her small town. “I designed 16 outfits, ranging from formal to casual, for the show,” Angela said. “My passion for hi-fashion was fed by designing bridal and couture gowns and specialty pieces for my affluent clients.”

She soon outgrew her small condo and bought her first house, which she affectionately called her ‘Boot Camp.’ It was there that she expanded into alterations and nurtured her design and fitting techniques. “I learned a lot from that experience,” Angela said. In 2010, Angela’s career catapulted beyond her wildest dreams when she launched her Ready-to-Wear line that featured her signature jeans, jackets and tops. Soon after, she moved into her current location of over 4,000 square feet in the downtown art district of Benton Harbor, Michigan.

Becoming a successful designer begins with innate creativity and inspiration. Angela describes her philosophy as having creative affinity for design, a love for hi-fashion and a passion for following the trends. “As a young designer, I could always visualize what I wanted to design but never understood how to put it all together,” Angela explains. It was from this lesson that she took another path into starting her own pattern company, the Angela

Wolf Pattern Collection™. She affectionately shares a childhood memory of her first pattern, when she decided to design a red dress. “I recruited my younger sisters to trace me with white chalk as I laid on a piece of red fabric,” she fondly recalls. “Who ever thought that would be the beginning of another chapter in my life?”

Her passion for teaching surprises her even to this day. “I never saw myself teaching,” Angela said. “The opportunity came along and it was a natural transition to want to share my love of sewing with others.” Angela was recently honored with the Teacher of the Year Award from the American Sewing Expo in Michigan, and was named the 2008 winner of Passion for Fashion. When she isn’t designing her latest collection or couture ensemble for one of her clients, Angela finds the time to write a monthly Fashion and Trends column for PatternReview.com and is a frequent contributor to *Threads* and *Sew Stylish Magazines*. She is currently an online instructor on PatternReview.com and has over 2,000 students across the globe on Craftsy.com. She says she hears from fans all over the world, but was shocked to receive an email from a young girl, living in a jungle with Internet service, asking for sewing tips and advice! She even penned her first book, *How to Start a Home-Based Sewing Design Business*. Angela says she keeps a tight schedule but vows she wouldn’t have it any other way.

Teaching has strengthened Angela’s bonds with her fans and brought her relationship with Brother to the next level. “Working with Brother reinforces what I’ve known all along...their machines and software are incredible,”



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Angela stated. She explains how she shares her love for the craft with her followers and boasts about Brother machines every chance she gets. “I especially love to chat with the younger generation of sewers,” said Angela. She shared a recent story about suggesting a Brother machine to a mom who wanted to buy a sewing machine for her young daughter for Christmas. She received a note saying how excited her daughter was that Santa brought her a ‘little Brother’ and how she says to her mom, “I’m going to sew with ‘my little brother now.’” As a designer whose passion grew from childhood, Angela says it’s important for the kids to believe in themselves and to nurture their talents to design. “With a Brother machine by their side, anything is possible.”

Angela is a paid consultant for Brother International Corporation, but the opinions expressed herein are those of her own.

