

Season #4 of DIYStyle uploads!

Season #4 of the DIYStyle vodcasts have now been uploaded at www.diystyle.net. This 4th season of DIYStyle brings some changes to the Creative Chicks on camera.

Sarah Cecchettini has been taping several of the DIYStyle Sewing Tips segments. She's now bringing you more fun tips and fashionable sewing projects in this new season.

Meghan Petty is the "Designer in the City," working and pursuing her dreams as a young, fashion designer, a recent grad with a design degree. Meghan blogs about her experiences in the Big Apple, and is a new face on the DIYStyle vodcasts.

Melissa Watson has left DIYStyle this season to pursue new endeavors. Melissa continues to co-design the DIYStyle pattern line at McCall's with Allyce King.

Allyce is now fresh from fashion design school and has some fab new ideas, projects and direction for DIYStyle. Keep logging on at www.diystyle.net to check things out, and subscribe. There are always lots of fun fashion ideas and creativity at work with the Creative Chicks team.

Additional new Creative Chick faces will appear in 2009, as DIYStyle continues to evolve and expand. Watch for a community-style part of the Web site to emerge this year, encouraging the audience of young Design-It-Yourself sewers to communicate with each other, post their design pics, share ideas, ask questions and more!

Sponsors for the DIYStyle Season #4 include Brother International Corporation, Sulky of America, Clover Needlecraft, Velcro USA, Coats and Clark, McCall Pattern Company, and American Sewing Guild.

For more information, contact Cindy Cummins at cindy@diystyle.net, 1-636-978-4588.

Sponsorship and advertising opportunities are available with DIYStyle. Contact them soon to see how you can reach this vibrant young audience! 🧵

Allyce King

Creative Chick, Host, Designer, Author



Allyce is the "original" Creative Chick at DIYStyle. She is a recent graduate of Stephens College in Columbia, MO, with a BFA in fashion design and product development. Allyce has been sewing, crafting and making "unique things" since the age of six. Her first love though is Paddy, her VERY spoiled Yorkie, who thinks he can go everywhere with her (and sometime does -- he's a regular at the fabric store)! She adores fashion, sewing, designing, draping and patternmaking, drawing, scrapbooking, and (in limited doses) the outdoors. Always creating, Allyce continuously comes up with more sewing and creative project ideas than she can possibly execute! Now that she has completed her first Fashion Collection, she's ready to find her place in the fast paced world of fashion design. Allyce writes for several magazines, and is the co-author of the book *My Style, My Place*, published by Krause Publications. She is also the co-designer of the DIYStyle pattern line from McCall's Patterns. Allyce continues to add her many ideas and direction to the Creative Chicks team and DIYStyle.

Sarah Cecchettini

Creative Chick, Model, World Traveler



As one of the newer Creative Chicks at DIYStyle, Sarah looks forward to sharing fun experiences about sewing, the fashion industry and style from around the world. Currently, a college student majoring in international business and fashion merchandising, she is also studying Spanish. A well heeled traveler, Sarah spent two months in Africa last summer working in a children's orphanage, and has visited Mexico, the Caribbean with more to come. Soon Sarah will be off to Spain, studying in Valencia this fall! Besides fashion and travel, she enjoys modeling, working both in fashion shows and print work. After graduation she plans to earn an MBA and dreams of working in the fashion industry, managing the business side of a fashion related corporation.

Meghan Petty

Creative Chick, Designer, Entrepreneur



An award winning designer, Meghan joined the Creative Chick's team right after graduating from Stephens College and moving to New York to pursue her fashion design career. This Missouri native has been very busy learning the in's and out's of starting her own business, MegsCouture.com, along with exploring the little girls clothing industry for the first time. Other than designing and being artsy,

Meghan also enjoys the great outdoors along with being environmentally conscious, reading comic books (thanks to her boyfriend's influence), cooking and eating. She hopes to have the grand opening of her site, www.MegsCouture.com soon, and to contribute helpful hints and great design ideas for the DIYStyle.net fans!