



AMERICA'S PREMIER FABRIC STORE

Evanston, IL - Out of the ashes rise the Phoenix, so the mythology goes. In a suburb north of Chicago there is a young family putting all their efforts into their third generation owned business to breath new life to an otherwise dying industry -- fabrics for home sewers.

Since 1945 the Sussman Family has owned Vogue Fabrics in Evanston, Illinois. Now run by five cousins all under the age of 45, the stalwart brick and mortar store is impacting lives around the globe.

Beginning with an informative web site in 1996 (www.MyVogueFabrics.com), Vogue Fabrics also has a web-store (www.VogueFabricsStore.com), YouTube Channel, Amazon store, Facebook page and "Tweets" on Twitter. "We know that people who sew like to have fun and socialize. More and more these folks are going on-line, and we hope to be a strong presence in their lives with fun and informative videos, unique products, custom services, and friendly staff to contact," says Rogie Sussman Faber, Director of Internet Operations. Her cousin Sean Sussman added, "We saw what we were enjoying on our own free-time, and added Vogue Fabrics to see what would happen. I was on Facebook and then created a page for the company. Rogie went on Twitter for herself, and then created a Vogue Fabrics Twitter page. If we were having fun with something, why not let others around the world have fun with us as well?" Company CEO Aaron Sussman joked that, "Sean will get an idea, like to have videos, I buy the software and we set Rogie to work to make it all happen. She doesn't need to sleep."

While the internet on-slaught continues, the brick and mortar stores are not to be forgotten. At the flagship store in Evanston you can find Charlotte Sussman leading group tours any given day. These tours range from 20 Junior High students from down the street to 400 sewing machine dealers visiting Chicago for a national convention. "When the schools come through, I like to find out what the students are learning, so I can prepare for them," she explains. "If high schoolers are making Prom dresses, I will pull out some of the most popular fashion fabrics, trims and patterns to show them how they can save a ton of money making the dress so they can spend that money on dinner or the limo."

At the popular store in Chicago's South Loop on Roosevelt Road, Mark Sussman has been working hard on new programs. "We've had a couple of fashion shows that showcase local designers to hook them up with people who don't sew but want custom made garments." In the hopper for Spring he is working with Chicago Police to educate young women on how to stay safe on Prom night, as well as working on a quilting program with a group who helps victims of domestic violence. "President Obama has touched many people with his call to reach out to the communities. We want to do our part as well."

Over the past two years, the United States has seen the closing of hundreds of fabric stores as the chains downsize and popular independent retailers go out of business. It has also seen the retail juggernaut WalMart replace its dry goods department in over 2500 stores with high end electronics. As sewing enthusiasts lose their neighborhood shops, Vogue Fabrics has become a very important presence on the internet and as a destination spot in Chicago.

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