

Evanston, IL - March 3, 2007 -- Vogue Fabrics announced a stunning new alliance with Vogue Pattern Magazine, which will allow sewing enthusiasts a chance to order the exact fabrics shown in a select number of featured patterns within the magazine. Vogue Fabrics will be providing the complete customer care for the venture, which will allow consumers to order the fabrics, the Vogue Patterns at 40% off, and a notions kit that includes everything the consumer will need to start sewing that pattern.

“This is going to be great for the home sewer,” explains Sean Sussman, who is heading up the deal for Vogue Fabrics, a Chicago based family owned retail fabric chain. “Both of our companies have earned well deserved reputations over the years for providing great fashion fabrics or patterns. This is a fantastic way to merge the two.” When asked why this had not been done before, Sussman responded, “It was really a matter of timing. With our increased visibility through the internet, and our well run fulfillment center through our catalog division, we can easily fill orders for the retail customer.”

The venture is simple enough. Vogue Patterns Magazine, a division of the McCalls, Butterick and Vogue Pattern group, will provide advanced information regarding fabrics used in upcoming issues of the popular magazine. Any fabrics acquired by Vogue Fabrics will be featured in a one page color ad, along with ordering information to the consumer.

Beginning with the fall issues, Vogue Pattern Magazine will begin featuring fabrics from the Vogue Fabrics By Mail swatch sets. This mail order swatch club was created in 1991 to provide beautifully color coordinated fashion fabrics to small dressmakers and home sewers in an attempt to keep people interested in fashion sewing as many of the small fabrics stores around the country were closing down. “Our best source of new subscriptions comes from the ads we run in Vogue Pattern Magazine,” commented Babe Paukstys, the Creative Director for Vogue Fabrics By Mail. “Their readership is active and interested in the fashion fabrics at great prices we provide in every issue.” She added that she is very excited for the issue when Vogue Pattern Magazine begins to feature her fabrics. “It is extremely difficult to get the perfect color coordination the we achieve with every issue, so it is equally as gratifying that Vogue Pattern Magazine will be presenting some of these gems to their subscribers.

Both Sussman and Paukstys believe this new venture will be another way to invigorate people who appreciate fine fashion and who love to sew.

Contacts: Sean Sussman sean@VogueFabricsStore.com