

Evanston, IL - June 9, 2007 -- Vogue Fabrics has launched an updated version of its [www.MyVogueFabrics.com](http://www.MyVogueFabrics.com) website in response to increased demands from consumers for a more informational and interactive site.

The original website was launched in 1996, when the internet was in its infancy. It had been seen as a vehicle to alert local customers to upcoming sale dates and classes, while showcasing some of the more interesting items one could find in its Chicagoland retail stores.

As the popularity of shopping on-line took off, a second website was created, [www.VogueFabricsStore.com](http://www.VogueFabricsStore.com), which offered convenient on-line shopping as well as a link to the local store information on [www.MyVogueFabrics.com](http://www.MyVogueFabrics.com).

While many national fabric retail chains have been closing stores during periods of restructuring, a greater number of sewing enthusiasts and sewing groups are finding their way to the Vogue Fabrics stores in and around Chicago, as well as to the wholesale warehouse in Evanston. The offerings at this unique company focus on designer fashion fabrics for apparel and home decor, compiling thousands of yards of fabrics from fashion designers and their mills in assortment lots, thus providing fabulous collections that change with the seasons to follow ready-to-wear. The launch of the updated [www.MyVogueFabrics.com](http://www.MyVogueFabrics.com) website reflects the growing interest in the fabric consumer who will travel for the tremendous diversity of fabrics not readily found elsewhere. They are coming to attend unique classes, as well as to spend a day shopping in what has been called a "Mecca for fabriholics." "We have been expanding our Group Tour offerings, and doing more outreach to sewing machine stores, sewing groups, schools, costume shops, historical reenactment societies to name a few," says Charlotte Sussman, Director of Group Tours for the company. "The redesigned site offers travelers maps to the stores as well as links to Metra, Amtrak, Greyhound and the Chicago Transit Authority to help them plan their trip to any of our locations."

New to the site is a more user friendly way to see what is on sale, upcoming classes, as well as descriptions of the departments in their world famous flagship store in Evanston. Details are provided for group tours, registering a business for professional discounts, as well as their custom services in home decorating, fabric covered buttons, scissor sharpening and their new Sewing Salon. Extended information is provided on the many ways to buy wholesale, with or without a Resellers' Certificate. A spotlight on their sewing machine department clears up many popular questions regarding sewing machine and serger sales, rentals, servicing and more. The site also provides press releases to keep media outlets and consumers abreast of Vogue Fabrics' continued progress as a leader in the fashion fabrics retail industry.

Contact information: Rogie Sussman Faber [myvoguefab@aol.com](mailto:myvoguefab@aol.com)