

# Emerson Wrap

Helpful tips and hints for selling, promoting, and teaching.

## Sell

Each Sew To Grow pattern is designed to teach a new skill or technique, and create selling opportunities for your business. Below is a list of suggested add-ons to sell with the Emerson Wrap pattern.

- Rolled Hem Foot
- Good Quality Thread and Needles
- Fabric (1.5-2 Meters)
- Elastic
- Iron on Interfacing
- Water Soluble Marking Pen and Seam Gauge
- Non Iron on Interfacing (for tracing off pattern pieces)
- French Curve (for tracing and marking)



## Promote

Selling clothing patterns is a great way to move fabric and appeal to a wider market of modern sewist. Listed below are the features and benefits that will help you to promote this pattern within your shop.

- Includes FULL COLOUR step by step instructions. Perfect for beginners and visual learners.
- Looks great in quilting weight cottons making it easy to pin, sew, and cut. Also sells the fabric you already have on hand.
- The pattern features an interfaced waistband for tummy control, and elasticized back waistband for added comfort and fit.
- Sizes range from XS to XXL making sizing easy and accommodating.
- The tulip hi-low hem is a flattering shape and the length can be adjusted easily with the shorten lengthen line.
- Youtube video available on how to use a rolled hem foot on [www.sewtogrow.com.au](http://www.sewtogrow.com.au)
- This pattern would be best suited to someone who is new to sewing or garment sewing and would like a fun quick project to test out their new skills. They will need to have a basic understanding of their sewing machine, sewing terminology, pinning and cutting.
- Promote this pattern to: Busy young moms, beginners, or patchworkers interested in trying to sew clothing for themselves.

## Teach

The best way to promote and sell a pattern (and all the extra goodies) is to teach a class. With the Emerson Wrap, you do not need to be a professional dress maker to achieve quality results for the entire class. You simply need a basic understanding of garment construction, tracing, and terminology.

- This class would be best suited to a one day work shop for 4-5 hours targeting confident beginners and intermediate skill levels.
- To catch the working sewist, you may also want to offer two night classes at 2.5 hours each night.
- Include the pattern, fabric, interfacing, tracing paper, and elastic as a kit to encourage your customers to purchase their supplies through you for best results. Have them pick their fabric ahead of class and pre cut the required amount.
- If someone falls outside of the included measurements you may consider recommending they book a private session to ensure proper fit, and that you may need to make a muslin to test the fit prior to class.
- Always have your students trace off their sewing patterns first. This preserves the integrity of the pattern and if any mistakes are made, a new pattern can be retraced.