

trendwatcher

The Style-Savvy Turn To The Hot New Trend Of Sewing

(NAPSA)—To create a look you cannot buy, many fashion-conscious teens and young adults are learning to sew. Stitching savvy creations on today's high-tech sewing machines is a hot new trend.

According to Janome America, Inc., a leading manufacturer of home sewing machines, the past three years have seen their most successful sales. High-tech, computerized sewing machines now rank high on the wish lists of iPod-owning and laptop-carrying handcrafters.

Recent broadcast segments and magazine articles confirm that sewing is back in vogue. The desire to make something unique, rather than wearing cookie-cutter designs, has sparked sewing Web sites, sewing clubs and sewing lounges where crafters can meet.

Being able to say that you made it yourself has become cool. In the past, a woman might not have owned up to wearing a dress that she made, but now hip young sewists—as they like to be known—say it with pride.

Sewing's new popularity may be due in part to a broader trend of interest in home arts and can be attributed to the success of the television show "Project Runway."

Today's computerized sewing machines, likened to computers with needles, make the process so much simpler. Stitches adjust size on their own. Embroidery and felting happen almost automatically. There's even a cruise control. And you can download embroidery stitches from the Internet. Importing and moving designs is so simple even a beginner can do it.

For example, the new Memory Craft 350E from Janome makes it



No cookie-cutter clothes for today's generation of sewists. High-tech sewing machines help produce one-of-a-kind creative fashions.

easier than ever to do professional-style embroidery at home.

A sewist can finish other tasks on a regular sewing machine while the 350E is embroidering. There's an automatic thread cutter, USB port for importing designs, faster microprocessor and more accurate editing tools, so projects get done quicker and with more precision.

The ancient art of felting has also been made simpler. Using the Xpression machine from Janome, two or more layers of material are placed under five felting needles with special barbs along the edges. The barbs catch the fibers and push them down, creating an interesting effect; it's like painting with fibers.

Even those with no sewing experience can create fabrics for apparel or home decoration.

With tools such as these, it's easy to create clothes that impress and express your creativity.

For more information on these and other sewing machines, visit www.janome.com.