

Technology In Our Lives

Today's Sewing Machines Inspire A New Generation

(NAPSA)—Sewing is more than just a quiet craft or pastime. What used to be considered grandma's hobby has been transformed, putting the sewing industry back on the map and hotter than ever as one of the fastest-growing hobbies among the younger generation.

Reality television shows such as "Project Runway" have proven to be a fashion catalyst for younger sewers and fashion design enthusiasts. Some say the new sewing technology recently introduced by Brother International has also helped to spark this increased enthusiasm.

Setting The Bar Higher

"Brother has set the bar higher by taking mind-blowing innovation and applying it to our leading sewing, quilting and embroidery machines," said Dean F. Shulman, Senior Vice President of Brother International Corporation. "A laser guide, ultrasonic-sensing technology and the high-quality backlit LED LCD display screens are featured in our newest machines. It's no surprise to see this innovation in a TV, computer or phone—but a sewing machine? Most people who see our machines note how surprising it is—they are truly amazed and impressed."

In fact, earlier this year, when Anthony Ryan Auld was named the "Project Runway All Stars" Season 2 winner, he credited the



For winning the "Project Runway All Stars" competition, Anthony Ryan Auld received a check for \$150,000 from the makers of his favorite sewing machines.

machines created by Brother International Corporation for sparking excitement and inspiring aspiring young designers.

An Invaluable Catalyst

"I was so impressed with the Brother machines the contestants used on the show that I decided to visit the local dealer in town to learn more about them," said Auld.

He says the Brother GraffiTee™ Series garment printer was the catalyst for helping him create designs he never dreamed. "With my graphic design background, I jumped all over that machine," he said emphatically.

He explains how he tested different fabrics, like wool crepe and printed squares of fabric, to use in his designs. "It's an invaluable

piece of equipment for custom prints to help me do more with my collection."

Said Shulman, "We are proud to hear that Brother sewing machines are sparking the younger generation to tap their creative side and discover sewing as an avenue of expression and confidence."

He added that from the beginning novice to the seasoned sewer, crafters have become savvy when it comes to recycling old clothes and turning a once outdated garment into the latest trend. Brother offers easy-to-use sewing machines for every skill level at various price points to make sewing fun and affordable for virtually everyone.

A Member Of The Family

According to Auld, the theme behind his contest-winning line is starting over. "It's about starting over as an adult and channeling past negative energy into a positive flow," he said. "It's about finding a balance between innocence and playfulness and being able to adapt to an industry that is hard and unforgiving."

With all eyes of the fashion world focused on Auld, he says he's thrilled to be part of the Brother family and represent such an amazing company.

To learn more, visit www.brother.com.

Anthony Ryan Auld has been compensated for his statements on behalf of Brother but the views and opinions expressed herein are his own.