



President's Highlights

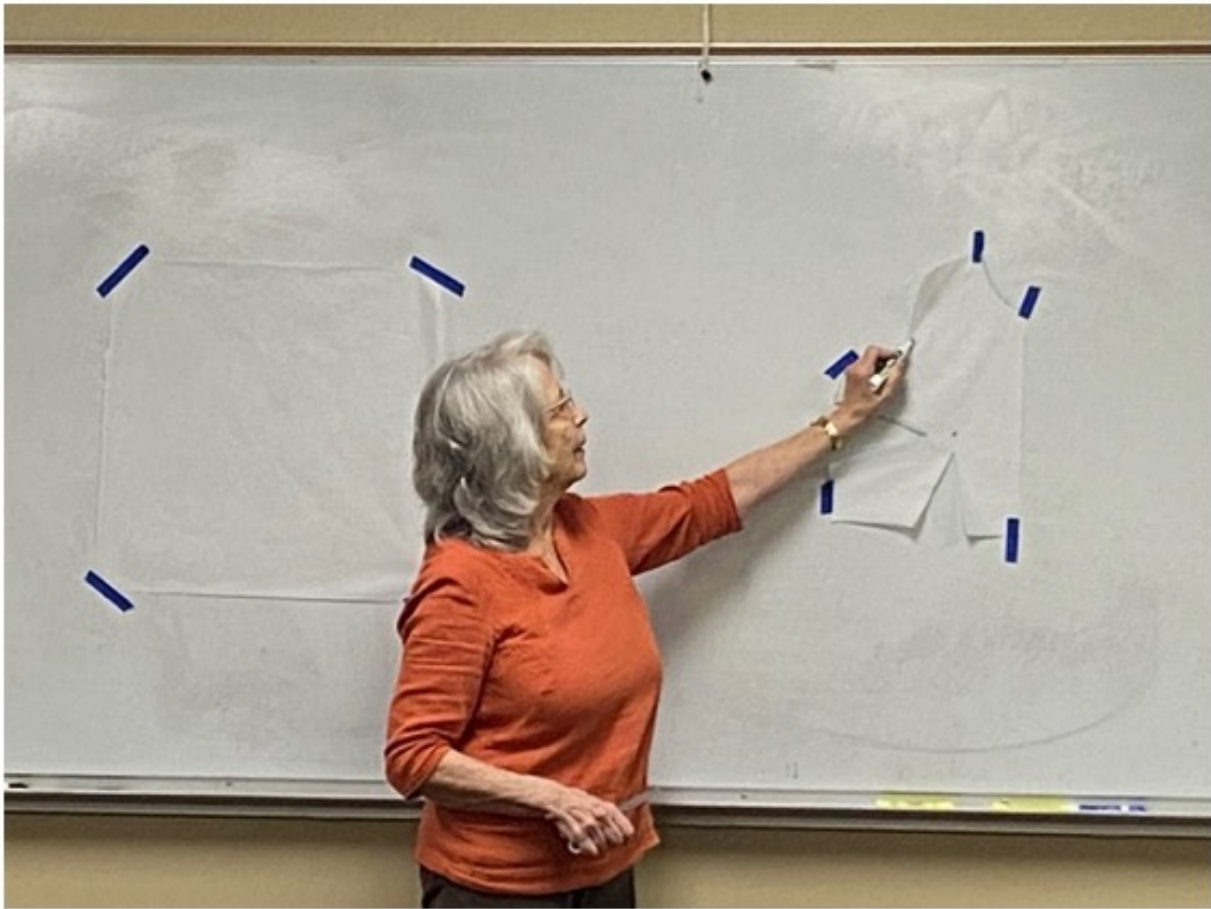
Hello Fellow Sewists,

The **Farmer's Market Fabric Sale** is scheduled for April 15th at the Willowbend Mall in Plano from 9AM to 2PM. Loads of fabrics---silks from Paris, velvets, linen, high quality rayons and cottons along with many fabric origins unknown! All for \$1.00, \$2.00 or \$5.00 per yard. And notions from 10 cents to 50 cents each. AND plenty of scrap fabric and opened notions for FREE! Tell your family and friends. We don't want to take anything back to the storage unit please. :-)

Joanne Jensen and I just finished our second library showcase installation at the **Dallas Frankford Renner Library**. Stop by if you get a chance. And here's a picture -



And what's **Designing Divas** up to these days? Take a look at Debby Bowles demonstrating how to rotate a dart.



And here's Angela Hooper, her assistant on the left. On the right we have Maria King demonstrating a way to remember a loved one who has passed using a well loved t-shirt to make a memory pillow.



All Things Beautiful was a hit! The Special Events Team outdid themselves. Hoopla Sisters donated so many door prizes, and favors. There were gift certificates from Illuminations, JoAnn's and Michael's. First here are the Challenge entries...





And the winner...Joanne Jensen.



An ASG member recently attended a zoom webinar from Cornell University "Chats in the Stacks Book Talk with Susan Ashdown".

Susan Ashdown is Editor of the 4th edition of [*Draping for Apparel Design*](#). While aimed at educators as a textbook for the fashion industry, it's affordable (\$92) and entirely appropriate for those of us sewing every day wearables. The purchase is not only for a hard copy that opens flat, but it also includes lifetime access to online pdfs and videos.

Susan did extensive research utilizing body scans which she then used to create shapes of today's bodies (male, female, mature, pregnant, plus size with weight carried in different areas, etc). Then she explains how to create a garment to fit the bodies of today which have nothing in common with designing for the traditional tall and thin fashion models that is still being taught in coursework. She teaches draping to create wearable items instead of teaching traditional pattern making which relies on drafting and grading. The result is a better fit.

She began discussing the problems of fashion industry waste going into our landfills. Estimations reach 40%+ of RTW ending up in landfills because of poor fit and wrong sizing. Working with the body scans of individuals to custom make affordable wear by independent entrepreneurs (the fashion students of today) is where fashion should be headed according to Susan. Affordable body scan software is about \$500. Those measurements are then transferred to a custom made mannequin which then is draped to form the made to measure item. This results in far less environmental waste because of the increased customer satisfaction with wearability. The thought is that instead of a big business merge whose profits are based on economy of scale, we will be buying future RTW from indies who specialize in a specific body shape.

Whether this concept succeeds as a business model is anyone's guess but the knowledge in this book seems like a worthwhile purchase for myself. Especially if I want to get a better fit than I can achieve by drafting my own pattern or by buying a pattern that requires grading or alterations.

[Click here](#) for a different zoom on the same subject. "Can Technology Eliminate Fashion's \$500B Overproduction Problem?"

On another note, **DAFA** Reminders: Their monthly meetings have changed to Saturdays. "Repurposing with Purpose: Fiber Art with Curb Appeal", April 8 - 10-1 at the CC Young Retirement Community. And their Annual Exhibition will be held in July but call for entries open May 1, online.

Happy creating,

Marie

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