

High-Tech Sewing Studio with Bling!

Sewnow! Makes Sewing Accessible to Everyone

By Lee Borrowman



Susan Goldie checks a beginning student's work

In a large room that's flooded with natural light and that somehow seems calm and quiet even when it's full of excited students, Susan Goldie leans over a young girl's shoulder and says softly, "You're doing a great job, and I love your choice of fabrics!" The girl smiles, and continues to carefully guide her creation beneath the slowly-moving needle of a sewing machine while her mom looks on proudly. "I can't sew a stitch myself," says the mom, "so I'm absolutely delighted that my daughter has this chance to learn!"

The place is Sewnow!, which opened its doors in Lafayette last December. Sewnow! offers classes in fashion design and sewing for kids (8+), teens and adults, specialty workshops on topics such as embroidery and alterations, "open studio" access, custom birthday parties and an immensely popular summer camp.

"We (Goldie and husband Peter) came up with the concept for Sewnow! when we realized that young girls and teens were very interested in creating their own fashions, and there is not really anything available that allows them to learn the traditional art of sewing in a modern, hip way," explains owner Goldie, who is also one of three supremely patient instructors at the studio.

Sewnow! gives budding fashion designers the chance to create their own clothes that express their unique style and personality. "Every project begins at the design table, where students use our templates to plan their design, choose their fabric and findings, and sketch their idea. We then teach them all the skills they need to cut it out and sew it together," Goldie continues. "It is

so rewarding and exciting when young designers complete their first tote bag and are amazed to see how professional it looks."

The classes are popular with kids and adults alike, quickly becoming a favorite after-school activity this past spring. "90% of the students from our first session of Fashion Sewing 101 returned to do our 201 class, and we have been excited to add an extra camp session this summer in response to high demand," notes Goldie. "Adults using our open studio time have commented that our machines are incredible-'they even thread themselves!', and it is so nice not to have to use the dining room table to cut out a big project."

And the bling? Many of the kids' projects are finished at a table dedicated to decoration. If it sparkles, shines or glitters, it can be attached to a creation. Can you have too much bling? "Yes," said Goldie during a recent birthday party, "We usually have to set a time limit, or else they'll just keep adding more!"

Who Are They?

Susan and Peter Goldie live in Lafayette. Susan is a graduate of LaSalle Fashion College in Montreal with nineteen years of experience in fashion design. She has designed costumes for major theatrical productions and also ran a couture design business offering custom wedding gowns and evening wear. Peter is a successful business executive with twenty-one years of marketing and management experience.

Where Are They?

Sew Now! is located at 960 Moraga Rd, Lafayette. For more information go to <http://www.sewnow.com>, or email info@sewnow.com.



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