

FOR IMMEDIATE RELEASE

Designs by Alison Launches Social Event Concept: Sew Much for That! Host and Eco-Sew Party



Chicago, Illinois – January 2, 2013 – Designs by Alison launches a new social event concept out of something old: **Sew Much for That! Host an Eco-Sew Party** for adults, teens and tweens.

Call your friends and clean out your closets. Create one of a kind clothing and accessories. You supply the venue and we bring sewing machines, our Trunk of Junk and plenty of inspiration. No sewing experience is necessary just a desire to create something unique.

Alison Selivon was teaching a workshop in the Chicagoland area about recycling and upscaling your wardrobe when she decided it was not interactive enough.

“I would come with over 50 samples of repurposing ideas and lecture. Attendees would bring samples and we would talk about what could be done with their pieces, but I was unsatisfied with not being able to create with participants. Within that format they were not participants.”

Combining recycling fabric + party atmosphere she created Sew Much for That! For adults, friends or family get together and each brings something to repurpose. Designs by Alison comes with sample ideas and everything necessary to make something new.

“Instead of hosting a party to buy something new, host a party and *make* something new.”

For teens and tweens Sew Much for That! is a great concept. It’s a fun, creative party idea. Designs by Alison has both sew and no sew projects for kids and works with hosts to choose an appropriate project. Girls can have a fashion show themed birthday party. Scouts troops can earn sewing and recycling badges.

Pricing is based per person. Parties can be booked and FAQs available online at www.textiledesignsbyalison.com. Hundreds of inspirational examples can be seen at the [Sew Much for That Pinterest](#) link.

Alison Selivon is a Fiber Artist with more than 20 years experience including surface design, garment construction, and interiors applications. She teaches fiber art and sewing classes in the Chicagoland area. Her hats have been featured on the WGN Morning News and she received her first US patent July 2012.

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