



April-June 2009 Newsletter

Waechter's Fine Fabrics

www.waechters.com

9-D Reed Street Asheville, NC 28803

(828) 274-3146

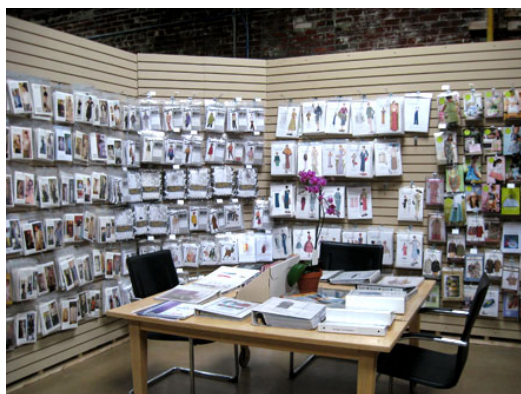
Waechter's Fine Fabrics aka Waechter's Silk Shop

When you visit us at our new location, 9-D Reed Street, you will see a large sign on the front of the red brick building with our new store name – **Waechter's Fine Fabrics**. The name change truly expresses what our store is all about – Fine Fabrics. 80 years ago on March 6, George Waechter, Sr., opened Waechter's Silk Shop in the historic Grove Arcade building in downtown Asheville. His initial inventory was entirely silk... fabrics, stockings, handkerchiefs, gloves, undergarments, shirts and hosiery for both men and women. Today, we carry all natural fibers --wools, cottons, rayons, silk, and linen – in various weights, textures and weaves in all colors of the rainbow.



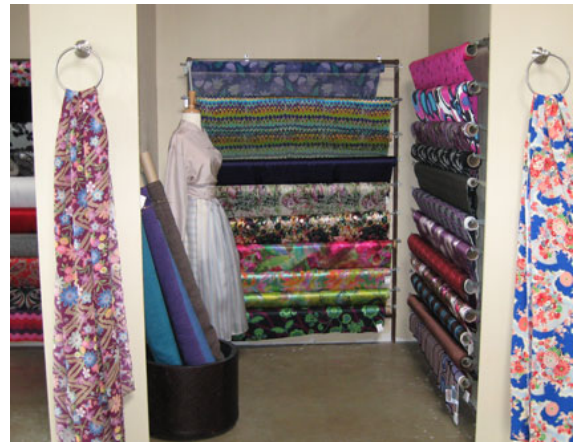
After 80 years in business, we are re-creating Waechter's in a completely new setting. We love the large, airy space complete with high ceilings, brick walls and skylights. The building is a warehouse built in 1921 in what is now the historic Biltmore Village area. This location reminds me of a loft in SOHO....the ambience is very energizing and stimulating as we visualize the future of our store.

Waechter's will be a work in progress for the next few weeks. As you visit the store, you will see changes here and there as we install new fixtures for fabrics, wall areas for more of our patterns and notions, and organizing our new classroom space. We are adding new arrivals of spring fabrics daily.



When completed, we will have a 28' wall of our designer patterns, so you can see them all in one place! We will still have our pattern books sitting on a larger table and chairs in the pattern area where you can sit and leisurely browse patterns by Folkwear, Decades of Style, Loes Hinse, The Sewing Workshop, Cutting Lines and other independent pattern designers. You will find many of the patterns have been made up in samples displayed on mannequins throughout the store.

When you enter through the front door, immediately to your left, you will see rolls of gorgeous silk fabrics – charmeuse, chiffon, taffeta, satins, organza -- grouped together in their own special area. The luscious hand of these silks and their vibrant colors vie for your attention.



You won't want to miss the 'children's fabric and pattern corner', whether you sew for a child or not. We have a much larger space not only for all the fabrics and patterns to be together, but also a parade of child-sized mannequins dressed in the latest patterns sewn in fun, bright-colored fabrics...makes me wish I were a little girl again! I would be begging Mom to make me several outfits like our samples.

Our great collection of special buttons is on display with new button styles arriving almost daily. Bring in your latest sewn, crocheted or knitted project and our staff will assist you in finding the perfect button. Next to the button and thread displays will be the new notions wall, one-stop shopping machine needles, yo-yo makers, scissors, marking pencils, etc. for sewing.

We invite you to visit our new home. We are conveniently located just off Sweeten Creek Road on Reed Street in the Biltmore Village area. Ignore the dead end sign and use care when crossing the RR track as there is no signal here. We have plenty of parking at the front of the building as well as at the rear of the store. As always, our sales staff -- Elizabeth, Judith, Karen, Laura, Linda and Susan -- is delighted to help you with your sewing projects.

New, Larger Classroom!

We now have over 400 square feet of dedicated classroom space. Whether you want to learn to sew or brush up on your sewing skills, we have classes for you. Our popular heirloom sewing classes, fitting classes and specialty sewing classes are designed with you in mind. You will find that most of our classes are now from 10-1 or 10-2 to accommodate busy moms. Some classes are scheduled on Sunday afternoons for those who work during the weekdays. If you have a special interest and do not see a class listed, please let us know by email: info@waechters.com You will also find our class schedule on our website.

Stitch Cafe

On Thursday, May 7, Stitch Café will be open from 6-8pm beginning. Bring a project that you are working on – sewing, knitting, needlepoint, beading, quilting – and join others with similar interests for an evening out with the girls at the Stitch Café. Call 274-3146 to make a reservation.

*Now is the time to Register for the Sit & Sew Retreat with Linda and Louise
November 1-4, 2009 at Waechter's Fine Fabrics www.waechters.com*

April, May and June 2009 Classes Description and Schedule

Class Policies: Fabrics and supplies must be purchased from Waechter's. You will receive a 10% discount on all our class supplies purchased. If a class requires supplies other than basic sewing supplies, we will email you the supply list when we receive payment for your class. For more information or to register call (828) 274-3146 or email us at info@waechters.com

BSM = Bring Sewing Machine. We also offer sewing machine rentals for those who want to try a sewing class and don't want to purchase a machine, or for those who want to travel light to class. Machines are \$10 per day on a first come first served basis. Please call ahead to make your machine reservation.

Camp SEW WOW! (ages 9-15, limited to 6 students/camp)

June 22-26, 2009 10 am – 3pm

Description of Activities: Students will learn how to use the sewing machine, layout and cut a pattern, follow pattern instructions in sewing a pillowcase, pajama bottoms, gathered skirt, tote bag and/or zippered wallet. WOW--sew much fun! Students to bring sewing machine or may rent a machine. Supply list will be provided. Instructor: Karen Bennett
\$195 plus fabric and supplies purchased at Waechter's

Intro to Sewing

Sewing Machine TLC 1 Session/3 hours \$30 + supplies from Waechters

A smooth running sewing machine is the key to successful sewing. Eliminate much of your sewing frustration by knowing how and when to maintain your sewing machine: cleaning and oiling, proper threading, winding the bobbin, adjusting tension for a balanced stitch (straight and zig-zag), selecting the proper needle, and which presser foot to use for the task at hand.

Tues, April 14 10-1pm; Sat. May 9 10-1pm; Sat. May 9 1:30-4:30pm; **OR** Thurs. June 4 10-1pm
10-1pm Instructor: Elaine Zinn

Bring: Sewing Machine w/manual, presser feet, brush, screw driver and basic sewing supplies (scissors, pins, thread, bobbins, sewing machine needles, and 8- 8"x10" muslinpieces.)

A Fabulous Apron! 1 session/ 4 hours \$35 + supplies from Waechters

Learn how to sew in this class and leave with a fabulous apron! You will learn how to pin and cut your fabric, follow pattern instructions to construct your apron, pressing techniques and much more!

Mon, June 8 10-2pm BSM Instructor: Elaine Zinn

Basic Sewing 3 sessions/4 hours \$100 + supplies from Waechters

Want to learn to sew or improve your sewing techniques. This three-session, 5-hour/class with one of our expert instructors will teach you what you need to get started!

Class #1: Basic Sewing Machine Anatomy -- you will learn how to thread the machine, wind the bobbin, adjust tension and change the needle; learn basic sewing techniques -- seam allowances and grain lines while you cut and sew a pillow case and if time allows, a simple draw-string bag for jewelry.

Heirloom Sewing

Smocking with Betsy **1 session/3 hour** **\$35 includes supplies (Bring embroidery scissors)**

Want to make one of those precious smocked garments for your favorite child? Our talented Betsy will show you how to complete a sampler of stitches that teaches all you need to know to smock your first project. Once you have mastered the basics, you are ready to move on to a Bishop or Yoke Dress.

Monday, April 13; Fri, May 8; **OR** Sat, June 27 10-1pm **OR** 1-4pm Instructor: Betsy Sherman

Smocked Inset **1 session/5 hours** **\$45 + supplies from Waechters**

Now that you have learned how to smock, this one-day class will give you a chance to create a smocked inset for a pillow or a child's garment.

Mon, April 27 10-3pm Instructor: Betsy Sherman

Smocked Bishop Dress **2 sessions/5 hours eac** **\$80 + supplies from Waechters**

Learn the ins and outs of the most classic smocked garment. Betsy will share her no-fail techniques in making this garment. *Sewing Machine is necessary for 2nd day of class.*

Tues, May 12 & 26 10-3pm Instructor: Betsy Sherman

Sun Dress (child's) **2 Sessions/4 hours each** **\$70 + supplies from Waechters**

Using the *Babs, Becky, Libby* or the *Lucy* sundress pattern from Children's Corner and a bright, cool cotton fabric, create an adorable sundress for your favorite little girl. Betsy will share insights for making the style uniquely yours.

Tues, April 7 & 8 **OR** Mon, May 18 & 25 10-2pm BSM Instructor: Betsy Sherman

Specialty Sewing

American Doll Wardrobe **2 sessions/4 hours** **\$65 + supplies from Waechters**

Sewing doll clothes is so much fun! Betsy has designed several wonderful patterns for the American Doll ...*Middy, Cowgirl, American Colonial, Dutch Colonial, Edwardian*....to inspire you as you begin creating a new wardrobe for your little girl's American Doll.

Mon, May 4 & 11 10-2pm BSM Instructor: Betsy Sherman

Fabric Origami **1 session/3 hours** **\$30 + supplies from Waechters**

Origami is the Japanese art of folding paper. Why not use fabric in place of paper...Elizabeth George will guide you through the process using stiffened, 100% natural fiber fabric to create small hand bag or gift box. Once you have completed your first project, you will want to make more in different sizes and shapes. Fabric is more durable than paper, so your accessories will have a long life.

Sun, June 14 2-5pm Instructor: Elizabeth George

Flirty Shirty **1 session/4 hours** **\$35 + supplies from Waechters**

Have a shirt that you don't wear much anymore, but you love the fabric? Why not alter it into a new look. You may also use a man's dress shirt to create a new fashion for you. This re-do has lots of possibilities...classic, cute, whimsy, sporty or your own personal style. Bring your shirt to class; Julie will inspire you with lots of ideas. If you do not have your coordinated fabric, she will help you make the selection with all the trimmings. Making a "flirty shirty" is addictive. You'll want to make more than one!

Thurs, June 11 10-2pm BSM Instructor: Julie Simpson

