

## WELCOME TO DESIGN U SEWINGARTISTRY PROGRAM

Welcome to the Design U SewingArtistry program. This program has been designed to ensure that you get as much out of it, in the quickest time possible. Unfortunately in this world of instant gratification, this program is not fast. It is however, designed to be a specific step-by-step method of learning how to sew so that your time is most efficiently spent and in the end save you time and resources, but with a fabulously, fashionable wardrobe.

That's the **clothes you want** with the **resources you have** in the **time that's manageable**.

Sound too good to be true - well, it's not - not if you follow a concise plan, and that's what I've laid out for you.

In this program, you will learn many techniques and methods toward sewing, but you will also begin to learn how to think for yourself about **your style, shape and size**. This takes some explanation. What are these three things and why are they so important? It is vital to not only know how to perform a task, but it's just as vital to know how to apply that information. If you are using these techniques to create this or that garment, but this garment is of no use, or you have 15 like it or performing the same function in your wardrobe, that becomes a waste of your valuable resources - not only in the time it took to shop (or in our sewist case; the time it took to make the garment). This is why an assessment of your current situation is necessary. If we don't know where to start, then you could be applying all your resources all over the place, and not directed in the place you most need or can function for you.

Toward that end, please note that in the free gifts included in this offer, have been designed specifically to start you on a path toward learning how to sew in a concise, purposeful way that will take you from very simple construction methods to the more complex methods of sewing and tailoring. It is also designed with a fashionable and modern look to your wardrobe. It is important for you to not only know these effective tools, techniques and methods of sewing, but to sew modern, pertinent and fashionable clothes all in an enjoyable way. As a matter of fact it's as important to enjoy the process, take satisfaction in your work and feel empowered by your knowledge of sewing as it is to know the facts about how to sew.

So let's look at what's in the welcome package

- ✓ [Well-Edited Wardrobe Ebook.pdf](#)
- ✓ [Well-Edited Wardrobe Workbook.pdf](#)
- ✓ A [link](#) to the Well-Edited Wardrobe Video on YouTube.
- ✓ [Claire Kennedy Special Report.pdf](#)
- ✓ [Block Time Sheet.xls](#) (When opened in Excel, it will be in a protected view, check that you do want to edit to continue or Save As another document and you can edit.)
- ✓ [Color Primer.pdf](#)
- ✓ A Listing of my [Tools.pdf](#)
- ✓ [Enthusiasm.pdf](#) - Lost your mojo? Has your inspiration come and gone? Are you just worn out and feel like you have no creativity left? Here are some insights, quotes and exercises to help you with inspiration and getting back "in the mood" to create.
- ✓ [Bonus Gifts](#) - As an extra special thank you, these are yours to keep!

## **THE TWO MOST VALUABLE DOCUMENTS ARE THE FIRST TWO.**

The Well-Edited Wardrobe Ebook

The Well-Edited Wardrobe Workbook

The Well-Edited Wardrobe Ebook is the outline of how to cull through your closet to make your closet work for you. This is one of the newest modern trends around today. Don't get me wrong. I'm not a fad watcher or fashion victim and that's not what I'm proposing or encouraging here. This is actually a time-tested method that is now setting new trends today. It's a matter of thinking of your closet in different terms than you thought before. As crazy as it sounds, having too many choices is worse than have a well-edited, select fewer choices that serve you to meet your clothing needs. That sounds sort of clinical doesn't it, and I don't mean it to, cause once you have your closet well-edited, it's so empowering and addictive that it's going to be a whole new way of selecting clothing for your closet.

The second document, after this one, you will want to pick up will be the Well-Edited Wardrobe

Ebook. This explains in detail the process by which you need to start to determine what you need and what will work the best for you. This book has taken a lot of time and effort to compile. It is a lost and very foreign thought process. But once you participate in the program and adopt the system, you will experience the luxury of having classic clothing in your wardrobe. Yes, there's the fact that you will have beautiful clothes. But I'm talking about something more. I'm talking about opening a closet that is so well-edited that in an instant you can see exactly what will work for YOU today, what will make YOU look the best, and what will make YOU feel the best.

We've all experienced that famous *new-car* look, feel, smell and it's glorious. When you buy that new car, the first months or so in the car are a dream. You feel just a little more special; you feel just a little more rewarded; you feel just a little more satisfied. Imagine feeling that way day in and day out in your clothes.

THAT'S the direction that this system will take you if you will allow it. Like most programs, if you skip steps, and don't participate in one step or miss a step. The program doesn't work. This is the way it is with most professional and complete programs. And the Design U program is the same way.

**Time and money** - - So let's talk a little about the bottom line here.

You have limited resources - don't we all. You have a limited amount of time on this planet Earth and a certain amount of funds to work with a certain amount of space, and fabric and time to choose the fabric - and well you get the idea here. Making all of this work to the maximum effect for you, is making your resources work for you, not you supporting your habits!

That's going to take not only some radical re-thinking about the role your wardrobe plays in your life, but also some radical action. I can plan out a program for you that is the best in the world, but if you don't participate and work the program, it will fail, and you will back to your resource-wasting ways.

The amazing thing is that there is really no need to fail here.

Here's the facts:

- ✓ Having an Well-Edited wardrobe is far cheaper than the cheap/fast fashion stores
- ✓ Having an Well-Edited wardrobe takes far less time to create than to shop.
- ✓ Having a well-edited wardrobe makes your closet trolling time much shorter!

To make this even easier for you, I put together a little video showing you all the tools and goodies that are in this letter. Click [here](#) to see this short video.

**Did I lie?** I told you it was radical.

If you've been on my blog at all, you know that I've done the math over and over again, and in the Ebook I go into detail about the "math" of the first statement. But if you don't believe me, read Elizabeth Cline's book: [Overdressed: The Shockingly High Cost of Fashion](#). She details out the whole process from the moment the designer hires the broker to contract for the manufacture of the clothing to the acquisition of the components for the clothing through the recycling of this cheap/fast fashion clothing. It's a very educational book, and can wake you up to vital facts about the trend in clothing consumerism starting in the 90's that is still experiencing a heyday today. There is a reason that [Amancio Ortega](#) is one of the world's richest. He is the founder of Zara, a fast/cheap fashion chain of stores in Europe and US. There is also a reason why more and more stores that used to carry more quality clothes, are now carrying more fast/cheap fashion goods. It is more financially profitable. Where do you think they are getting their money?

From YOU! You are paying those outrageously low prices more often and therefore lining their coffers.

This is your chance to stop that spending binge and not only stop this endless chain of un-recyclable garments, but to stop pouring money down the drain on clothing designed to last for a very short time.

Here's the other trend taking closets by storm: the idea that you *can* have too much in your wardrobe or closet, and that it can be confusing, detrimental and just downright impossible to find something useful, flattering and workable for the situation you need to dress for.

The whole idea behind [Marie Kondo's Kondomari tidying up](#) is the same concept. Barry Swartz: [The Paradox of Choice](#) video from his TED talk, is the same thinking. Here's what they are saying: If you have two choices your chances of regret are 50% - the other choice might have been better. If you have 25 choices, your chances of regret are 96% - yikes! That's a huge jump. The point is that the more choices you have, the greater and higher the percentage of regret. Now that one-choice-in-25 may have been a good choice, but your chances of it being a good choice are really much lower than if you have 2 choices. This is what a well-edited wardrobe can do for you, and that's what this Well-Edited Wardrobe E Book and the Workbook are all about. It's to get you on a fast track for editing your closet, discovering what you need, and getting that need to your sewing room and making it up!

Now, I'm not talking about your "Granny's way" of sewing making something that is totally functional. Sewing is so much more than that. It's also about fashion; what trends are; where are trends heading; what's new; what new can work into my wardrobe for my size, shape and style.

I want you to sew those garments that only the very, very rich can afford. These are the garments that last, but these garments are at a fraction of what they would cost to purchase if you were to compare them item to item.

For example, a suit made from fine wool gabardine might cost you from \$250 to \$500 to make. It would be comparable to a suit of the same quality to around \$10,000 to \$250,000. Yes, that's right. That's how much a suit like that would cost. But let's compare it to something you might purchase today. Say a poorly made suit from poor components would cost about \$100. But it would only last about 6 months (maybe that long - if you're lucky). So for a seven-year period (your more expensive suit would last far longer), the cheap suit (having to be replaced twice a year) would cost \$1,400 over a seven-year time. While the more expensive custom-made suit at \$500 would last far longer than seven years. In this example the break even would be about 2½ years - after that your more expensive suit starts *earning* money for you.

## **Where to start**

The one fact about starting a new project or even a new way to develop and keep our wardrobe, requires knowing where you are at the beginning. If you're starting a new job, you have to have a job description which tells you where you are and what's expected of you.

This is exactly what these introductory Well-Edited Wardrobe Ebook and Well-Edited Wardrobe Worksheet start. This walks you through your wardrobe inventory and assesses what to put in your wardrobe according to your needs. But what are those needs? What items fulfill these needs? What works the best for your daily, weekly, monthly activities? What image do like/want to project? If you don't know these, then it's hard to know what to put in your wardrobe.

Additionally, this may be the first time you've thought about this. The truth is that when you go shopping at the local stores, whether the big box discount or the mall department store, you are presented with selections that are not provided to fulfill the needs of your closet. They are provided to fulfill the needs that the designers, marketers, buyers *think* will fulfill the needs of your closet. So it's been a very long time since you've had a choice.

It's like suddenly you discover the color red, but how are you going to know that you missed the color if you never knew it existed. This is the exactly the problem of selecting the needed components for your wardrobe. How do you know what you need, if 1.) You've never been offered any thing close the choices you need, and 2.) You don't know what those choices are.

## **So it's important that you read through the Well-Edited Wardrobe Ebook.**

After you've read through the Ebook, then it's time to pick up the **Worksheet** and work through each category. This Worksheet is designed to walk you through all the steps to better inventory, organize, shape and fill your wardrobe to make it a holding spot for your dream selections.

Finally there are a few words on maintaining your wardrobe in good working condition. You will most likely have many changes in your life, and your wardrobe will need to change with you to remain functional and worthwhile. It's much easier to maintain your wardrobe than to start all over again, so it's worth the minimal effort to maintain that wardrobe.

And here's the big secret to all this that is lost in all the hubbub. Keeping and maintaining your closet in a well-edited condition is so easy! After you do the initial culling, only periodic culling will be necessary. You naturally get to the point where you ask: "Am I sure I want this in my beautifully-edited closet?.....will this contaminate my wardrobe? And suddenly before you know it you're going to get very picky about what goes into your closet and what doesn't!

**I'm not going to lie to you.** I'm also not going to tell you that this is a shortcut, artsty-craft or filled with so-sew solutions to filling your wardrobe. Even though it will take you some time to learn these skills - - they are life skills. They will be with you forever. That means, like learning to ride a bike, you don't *unlearn* ever how to ride a bike, you may become a little rusty, but getting back on the bike and riding solves that pretty fast. The same is true of these skills. You won't ever lose them. You may need to refresh them periodically, and if you do use them regularly, your expertise and techniques will become not only easier but better executed each time you perform these skills.

Additionally, these clothes will be with you far longer than you suspect or even plan for. They will look wonderful on you, and grow to be your favorite clothes in your wardrobe. But I want you to have more than just long-lasting, beautifully-made clothes. I want you to be fashionable. We are going through a major turn in fashion in the last couple of years, and it's just starting. Working these new looks in an age-appropriate way that works with your size, shape and style brings even more depth and character to your wardrobe than just the dry, ole boring classic look. This means that the time, which will be more than if you were to do shortcuts or use *tips and tricks* (they are for tarts and dogs), is not only more well-spent, but actually takes less time, considering all the times spent shopping for a garment that will only last months.

Now for the next part of the program, once you have been through the Well-Edited Wardrobe E-Book and the Well-Edited Wardrobe Workbook, then if you would like to go through the additional bonus material in the New Member's Package, feel free. It's not necessary, but it is additional bonus material that you will find useful.

## Index of Newsletters

After you have been through the Ebook and Workbook, you're ready to start sewing.

Here are some suggestions as to where to start with the massive amount of material that will now be available to you.

The January, 2014 starts with my favorite blouse. Why do I like this as a starting place?

Because everyone can use a blouse in their wardrobe, and because if you don't have a white blouse - MAKE ONE NOW!!! This has pattern suggestions, and techniques all along the way.

The following newsletter talk about variations on that blouse that you have just spent altering just the way you like - tunics, tops, dresses, shells, even blouse-type jackets can all be made from this pattern, and the following newsletter show you how.

This is my favorite place for you to start, but after that you may want to go out of chronological order. So [here](#) are two indexes to the site that are organized according to [subject and by date](#) (there's an index at the top of the page). The "by Date" category is nice as these are the order in which they are written, so this helps move you along in an order that is more in a step-by-step manner. The "by Subject" category is nice for finding something that you are particularly interested in. In this category there are often two or more subjects in a newsletter, so this make it easy to find if you're just looking for one of those subjects.

OK, so you have just done an assessment of your wardrobe and now have a good idea about what you need and what you don't need. Using that guideline, let's start with a basic and yet very integral part of your closet: the shirt. This shirt beginning step is the [January 2014 Newsletter](#). From there work onto the February 2014 newsletter. The main page for your newsletters is [here](#), (remember you must be signed in to see the membership content - you can sign in on [My Account](#) page) which is where you can find all the newsletters published (at the bottom of the current year, is an index of past year's newsletters.) Some of them may not be specific projects and it is at this point that you will start filling in with the "need" list from your Well-Edited Wardrobe Worksheet. Some months you will notice bonus content listed, while other months the bonus content is linked within the newsletter. There is also a link or your newsletter in the toolbar "For Subscribers Only" and this will take you to the home page of the current newsletters

with links to past newsletter archives and the category indexes of the newsletters.

My main goal is to get you into your sewing room as quickly as possible and sewing, but not just any craft type project and not just any program. I want to see you sewing something useful and useable as well as fashionable and fun to wear. I want you to start sewing something you need and want and get into the habit of sewing beautiful clothes for yourself as opposed to a quickie *project* or little tips and tricks (which are for tarts and dogs!!!) I want you to learn valuable sewing techniques that will be good today, tomorrow, but next year, and in the next decade. This is not a shortcut method to teaching or learning. And as I've mentioned before requires your involvement in this process.

The reward is not only the skills that you will learn and the knowledge you will learn in what it takes to make fine clothing as well as the beautiful clothing you will make for yourself, but the realization that you will have the choice to make fashionably, well-made garments that fit your size, shape and style. You can be among that very privileged class of owning garments that actually fit your size, shape and style as well as the fashion of the times!

## **Bonus Gifts**

And not to be lost in all this are your great Bonus Gifts. These are specially selected by me as useful information that I would have loved to had when I was learning how to sew. This goes to the cut-and-dry of descriptions and information that will not only tell you what's useful, but why.

[Sewing Machine Feet](#)

[Quick Fabric Use Guide](#)

[The Sewing Machine Needle Guide](#)

[How to Care for Knits](#)

[Favorite Way of Designing Patterns](#)

[Complete List of Tools](#)

One last note. You will notice that I do not film my videos in a professional TV or Video studio. That is on purpose. I think a lot of these are beautifully, elegantly done, but I always felt when I was watching them that if I had a room or facility like that I could sew like that. I'm very careful not to put on airs here. It is VERY important to keep this newsletter REAL and honest. That means real people, real problems, real solutions and most of all real information that you can use. You do not have to have a state-of-the-art, or fancy studio to sew well. That's the whole point. My videos, photographs and other media are taken right out of my messy, artistic studio that was not designed for filming. It was designed for sewing. I'm into bringing you techniques and methods that work, and will work in almost any place you can find space to sew. I would rather see you spend the time and money on a good equipment and quality guidance than on a fancy studio sets.

Enjoy your journey, and start enjoying your Well-Edited Wardrobe Ebook.

Here's to a great adventure...

A handwritten signature in black ink, appearing to be 'Cam', with a long horizontal flourish extending to the right.