



Shepherd's Bush Designer Profile for Norden Crafts

How long have you been a stitcher and how did you first learn about stitching?

Because we are sisters, we share some common experiences from our childhood. We grew up in a family that loved creating things together, so it seemed like someone always had a project spread out on the kitchen table. Sometimes it was our brothers and their monster models or paint by number sets, and sometimes it was our parents cooking for days preparing for enormous neighborhood backyard barbecues. But from the time that we could hold a needle, our oldest sister had us embroidering stacks of dish towel sets. You know the kind: Aunt Martha's iron on transfers with a different design for each day of the week. We still sell these in our shop, and it always makes us smile.

When did you begin designing your own patterns and how did that turn into a business?

When I was in college, I got a job at a knitting store. After Teri graduated from high school, she came to work there when I went to Germany to school for a year. A year or two later while we were both finishing college and still working at the knit shop, the owner brought back a huge box of Aida cloth and a few patterns from Ginnie Thompson and Leisure Arts. She said that this was the newest thing at the market and could we figure out what to do with it. She never had any interest in it, but we took to it with a passion. Teri stitched her first piece on 11 count Aida--with brown floss--of a farmer and his wife for my sister's in-laws, and for some mysterious reason the wife ended up at least 30 stitches taller than her husband. I was surprised, but she was undaunted, framed it up, and gave it to them for Christmas. It hung on their wall for years. Oh well, it could only go up from there. We then began to design patterns to go with the patterned pillow fabrics in the knit shop and I began to do freelance designing for a friend of ours who had begun Vanessa Ann Designs.



In 1984, we left the knitting business to open a cross stitch store of our own in a historic building that had been built as a carriage/blacksmith shop. We completely renovated the space and embarked on the adventure of a lifetime. After 4 years of designing kits and patterns for our customers and hand-dyeing the fabrics for a line of 5 little sampler kits, we decided to take them to the market in Charlotte, NC. We had a tiny booth in the furthest back corner of the upper floor and were scared to death. But we couldn't wait to go back the next year--and have never stopped.

What are a few of your favorite themes when designing a pattern?

With a name like Shepherd's Bush, how can we not love sheep. Teri also loves her bees and beehives--after all Utah is the Beehive State. She loves all holidays and delights in creating designs to celebrate the seasons. I have always loved samplers and have enjoyed creating my own versions of them with different stitches and techniques. I love working on tiny count linens and Teri--who claims to have bad eyes--loves to work on the fun larger count fabrics. However, I know that she can stitch over 1 thread as well as anyone. I like to stitch my own pieces so that I can change the design and colours as I stitch. But my good friend, Lynnette, always stitches my stockings for me each year. Watch for our newest addition the middle of September. (Teri begs anyone she can find to stitch for her.) We both draw our designs out first with a pencil and graph paper. From there we stitch the piece, changing the graph as we go. And once it is completely finished, we graph it for printing. Teri uses a computer for the final graph because she knows how. I have to do it with a pen and ink.



How do you compare the products that are available in today's market compared to 10 years ago, and how that has changed your designs over time?

Things have changed a lot over the past 30 years that we have been designing. From Aida cloth and DMC cotton floss we have evolved to fine, overdyed linens and overdyed silk and cotton threads. We began embellishing our pieces with beads, charms and buttons many years ago and have loved the relationships we have fostered with all our embellishment companies. How much more fun it has been these past few years to embark on a piece and have so many beautiful fabrics, fibers, and buttons to choose from. I think that one of the true joys of the needlework market today is the connections we have with so many other creative people in the designing of a single piece of needlework.

How important is social media in the cross-stitch industry and how do you make use of it for your company?

I think that social media is certainly the way of the present and the future, but Teri and I are not really the best at it. It takes a lot of time, and what we would rather be doing is stitching. That being said, we do try to stay up with the current trends which means--websites, blogs, and Facebook--which we neither understand nor execute very well. Thank heavens for a child who can rescue us from our facebook dilemmas. We have had a website for many years and are now in the process of giving it a complete re-design. Can't wait! We used to publish very elaborate newsletters back in the day, but it became so unwieldy to produce and mail, that blogging has been an easier and more expeditious substitute. Our goal is to write it once a week and we generally write it once a quarter. (Working on improving that, too.) And Facebook is simply a huge puzzle to me. Teri is much better with it and when she posts something new in the shop it is amazing to me how many comments and calls we get about it. So I guess the moral is: keep up with the times. If you are inclined, please visit our website:

www.shepherdsbush.net

Have you ever exhibited at or attended a Nashville trade show, and if so what are your thoughts on it?

We have attended needlework markets every year since we opened our shop in 1984, and we have shown our designs there for almost that long. Markets are a lot of very hard work whether we are shopping for the store or selling our own kits and patterns, but there is also nothing more fun or energizing. We have met the loveliest people--shopowners and other designers and exhibitors--and look forward each year to seeing everyone again. I know that it would be easier and less costly to use the internet as a opportunity of talking to customers and friends in person, or flying around from room to



substitute for the markets, but I cannot even imagine missing out on the great opportunity of talking to customers and friends in person, or flying around from room to room or booth to booth and see new things in person. We have truly made the best friends of a lifetime attending the needlework markets.

Designer - About You Questions

What are your three favorite books?

In order to not take up any more space, I told Teri that we had to agree on the same 3 books. But then we couldn't decide on just three, so we had to list four plus...2 of them are entire series. OK, we both love to read almost as much as we love to stitch.

Winter Solstice by Rosamond Pilcher. (We each read or listen to this book every November/December. You might think that we would get tired of it--but we don't)

A Vintage Affair by Isabel Wolff

The Three Pines series by Louise Penny--the newest one is coming out shortly!

The Duncan Kincaid mysteries by Deborah Crombie--we want Masterpiece Theater to pick these up.

What are your three favorite movies?

My husband thinks we share a brain, so why wouldn't they be the same 3 movies.

1. Pride and Prejudice--of course the Colin Firth version. But I am totally in for the Kiera Knightly movie as well. Or any other Jane Austin movie made after 1990.

2. The Wedding Date

3. Enchanted April--this has gotten Teri through so many projects she has worn out the disc and has to now stream it on Netflix.

What kind of music do you like to listen to

We always have music playing at the shop. In the front of the shop Teri has a wonderful playlist of calm and beautiful instrumental soundtracks...Pride and Prejudice, Sense and Sensibility, Chocolat, The King's Speech. She is the most delighted when customers shout out the name of the movie that the current piece is from. She also insists on adding in her large collection of hammered dulcimer pieces that make you want to dance--or at least dance on back to the back.

We in the back of the shop have a more eclectic playlist which can include anything from the Beatles, Peter, Paul and Mary, Coldplay, David Francie. We have recently added a delightful album to our mix: Red Rock Rondo. You have to find it on itunes to enjoy this one yourself. It is out of Southern Utah. We used to have a few recordings of Michael Buble, but Christian refers to it as *geezer pop* and has been trying to delete them all.

Would you like to share a favorite recipe?

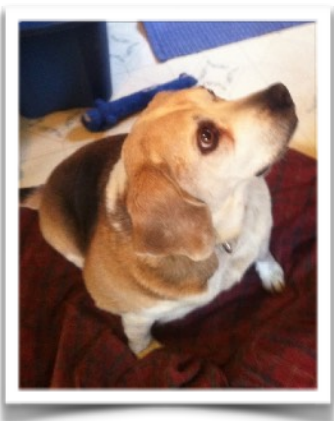
Martha's Potato Salad

by Martha Richards

- **Ingredients:**
- 3--5 cooked potatoes--chopped and peeled
- 1 red onion--chopped
- 4 hard boiled eggs
- Cottage cheese
- Mayonnaise
- salt and pepper

Directions: This salad is made in layers. Start with a layer of chopped potatoes; sprinkle 1 tablespoon of onion and one chopped egg on top of potatoes. Spread 3 heaping tablespoons of cottage cheese and 3 heaping tablespoons of mayonnaise over the top. Sprinkle salt and pepper (to taste) on top of cottage cheese and mayo. Repeat this layer 3--4 times. Garnish with eggs and leave in layers and stir just before serving.

Our sister-in-law Martha has been making this potato salad for years and it is always a favorite at our Spring and Summer barbecues.



Do you have any pets?

Teri has two delightful cats: Puff and Lance--both girls and both named by my 8-year old when they were born on a towel under his bed. Many years ago.

I have a beagle named Lindbergh, a husband named Bob, and two boys named Peter and Christian who are also a lot like pets.