



Attract CRAFTERS to Your Quilt Shop!

Show crafters how to make cute crafts using products you already sell in your quilt shop! Using fabric, buttons, rickrack, fusible web, applique pressing sheets, and whatever your creative minds can imagine, you can show new and current customers how to turn plain items, and even recycled items, into great finished crafts.

Turn plain and recycled items...



into great crafts. No sewing needed!



Ideas to Get You Started

Many quilters either started out as, or still remain, crafters. Crafters enjoy trying anything creative, and using items they have around them to make gifts, and functional or decorative items. Showing crafters how to use the products in your store will not only create business, but possibly help turn a crafter into a sewer, and maybe even a quilter!



Beginner Classes- From Craft to Quilt

Start a beginner's class from a crafter's perspective. A good example is the bag at left. Show them how to use a quilt applique pattern to trace and cut out the pumpkin and moon. This is a great way to show crafters, or even beginning quilters, how to use fusible web and

applique pressing sheets. The appliques will actually be applied to the bag using Mod Podge® glue, but using fusible web to cut out the pieces helps keep the fabric from fraying, and also allows you to first piece the applique pieces together, and then peel the applique off the pressing sheet like one big sticker.

Your applique can then easily be centered on the bag. Apply embellishments like hemp cord and buttons with a hot glue gun (a crafter's best friend).



The bag and greeting card above are two additional ideas for a beginner class.

At the second class, show the students how to use the methods learned in the first class to create an applique, and then iron it to a piece of fabric. Keep the project to simple sewing, like a small wall-hanging (no binding yet), or a bag.

You can add as many classes as you would like, introducing a new method at each class. Show students how to layer and quilt a small project, piece together several squares for a large wallhanging or tabletopper, add binding... so many things to teach, so many tools to show!

Green Crafting- A Great Ice-Breaker!



Crafters are notorious for taking an item and re-purposing it. The picture on the left is a great example! Concealed underneath that beautiful **Happy Harvest** fabric are Pringles® cans! So easy to do with nothing but fabric and Mod Podge® glue! These would be great for gift-giving with home-baked cookies stacked inside.

Green crafting would be a fun and quick project to begin a quilt guild meeting, or a beginner class. Have everyone bring 2 or 3 recyclable containers such as soup, tuna, Pringles®, or coffee cans. There are so many sizes and shapes to choose. Put them all into a big bag, and draw a container for each person one at a time. Have embellishments on hand like raffia, ribbon, and buttons, and tools such as scissors, glue guns, and Mod Podge®. After everyone has made their green creation, continue with your meeting. At the end of the meeting, present an award to the best creation. You could even make a green trophy of your own creation as the award!

Most of the fabrics shown are from the Happy Harvest fabric line designed by Kelly Mueller of The Wooden Bear for Red Rooster Fabrics. The appliques are from the Happy Harvest book by The Wooden Bear. Both are scheduled to release spring 2013.

Have a big jar of buttons? Entice crafters and quilters to buy in bulk to make a simple unfinished, or garage sale frame, into a great display! I painted a simple unfinished frame brown, then attached various buttons with a hot glue gun.



This was another unfinished frame found at a craft store. The sunflowers, crow, and pumpkin, were pieced together first with fusible web and an applique pressing sheet, then Mod Podge® was used to adhere all fabric pieces to the frame. A hot glue gun works best to attach buttons and rickrack.

The paper mache boxes at right make a great statement, and are all made using just fabric and Mod Podge®. This is a great way to show beginners how to use a cutting mat and rotary cutter.



Making a greeting card that coordinates with your quilted project is a great way to complete a gift. Hillcreek Designs sells tri-fold cards that allow you to conceal stitching or brads that may have been used on the front of the card so they do not show when the card is opened!



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