



# stitch your art out.

Fresh on the heels of our astoundingly successful Stash Books imprint, we're excited to announce the creation of **FUN STITCH STUDIO**, a children's book imprint that strives to instill a love of handmade in the next generation and encourages kids to "Stitch Your Art Out," as the tagline goes. This imprint will nurture new sewists, embroiderers, and quilters with accurate, inspirational, educational, and easy-to-use ideas and projects.

## BASICS INCLUDED IN EACH TITLE:

- **Sewing:** Know your machine, common terms, tools that make it easier, fabric 411, basics about seam allowances, pressing versus ironing
- **Quilting:** Know your machine, common terms, tools that make it easier, the quilt sandwich, tying it together—different ways to make your quilt your own
- **Embroidery:** Common terms, tools that make it easier, pearl cotton, floss, supplies; to hoop or not to hoop; basic stitches; tying knots



## PURPOSE

Titles will introduce new, fun skills to readers with cool projects to make for themselves or give as gifts while encouraging crafting as a social activity.

## SCOPE

6 titles per year, along with add-on products, including a line of exciting, high-quality coloring books that teach creative coloring with color wheel theory and other design lessons.

## AUDIENCE

Books and products are geared to 8-to 14-year-olds, oftentimes targeted to a smaller segment such as 8-11 or 11-14.

## THE LOOK

FunStitch Studio books are bright and exciting, with lots of content in easy to follow steps that are carefully edited to ensure success. They also feature dynamic color boxes to attract attention, and beautiful set shot photography showing kids having fun with friends.

## SPECS

All books are 7.5" x 9" using quality paper and matte covers, 128 to 176 pages long, with chunky spines in a package that's fun to hold.

# Debuting 2013



March



10889

April



May



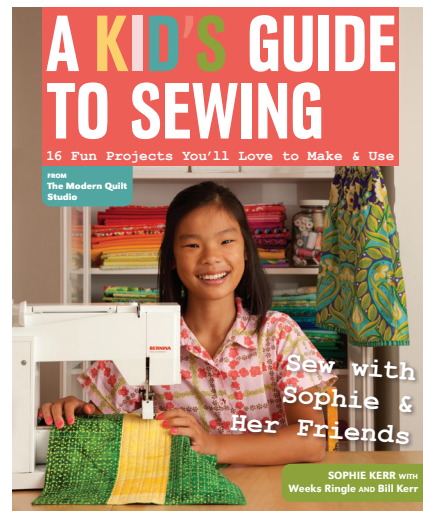
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June

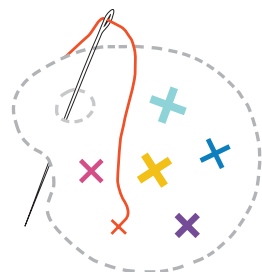


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July



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FunStitch  
STUDIO

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