



INSPIRE

ONLINE CRAFT & DECORATING MAGAZINE

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MARCH
2009

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FROM THE EDITOR....

March signifies the beginning of Autumn in Australia. It is a beautiful time of the year when the weather starts to cool and the leaves on the trees start to turn lovely browns, reds, and oranges...soon to be the leaves that line our streets.

The Adelaide Hills look magic in these early autumn months as the variety of colours in the trees provides a picture perfect backdrop. Not only is it beautiful it is also very inspiring.

In this months edition of Inspire, I've included a few Winter projects, featured some great products, and to top it all off we have a super simple giveaway to be involved in.

Next month will be our official Easter Edition so stay tuned for some quick and easy last minute ideas.

*Nicole & the team at
Inspire Online Magazine*

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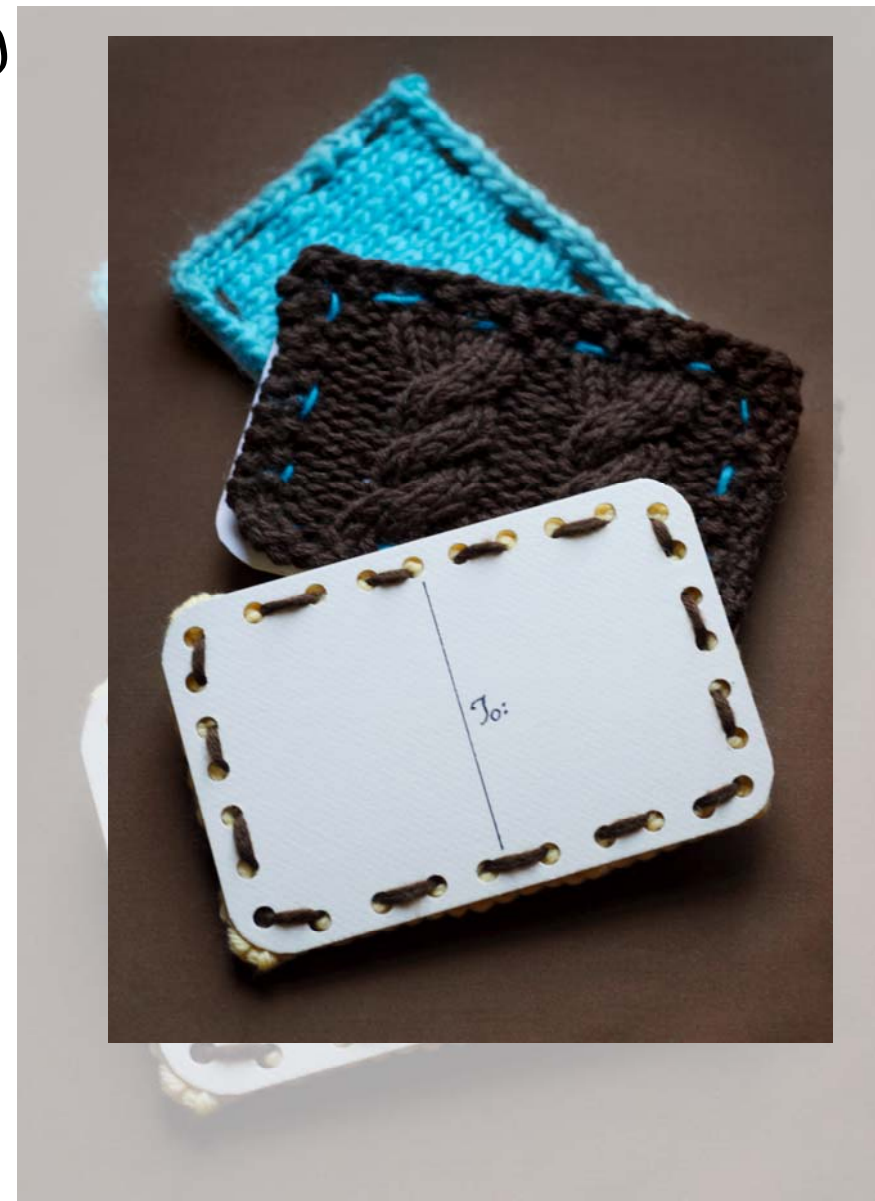
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PROJECT ...cable knit POSTCARD

With Autumn being a good indication that winter is on its way, I thought we would begin to feature some winter crafts over the coming months...beginning with these cute Knitted Postcards created by Nguyen Le from KnitKnit.



'This project is meant to be a creative chain mail project - you knit a postcard, tag your friend, they make a postcard and tag someone, and so on and so forth. It's supposed to keep the creative flow going. Knit on!'

In chart and written form:

- * Size 10 needles
- * Yarn: Lion Brand Wool Ease Chunky
- * Gauge 22 sts x 19 rows = 6"x4"



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PROJECT...CABLE KNIT POSTCARD

CO 22 sts

Row 1 (WS): *k1, p1* repeat to end of row

Row 2 (RS): *p1, k1* repeat to end of row

Row 3 : k1, p1, k2, p6, k2, p6, k3, p1

Row 4 p1, k1, p2, k6, p2, k6, p3, k1

Row 5: k1, p1, k2, p6, k2, p6, k3, p1

Row 6 (cable row): p1, k1, p2, *slip next 3 sts to cable needle & hold in back, k3 sts, k3 sts off cable needle*, p2, repeat *, p3, k1

Rows 7-14: repeat rows 3-6 (2 times)

Rows 15-17: repeat rows 3-5

Row 18: *p1, k1* repeat to end of row

Row 19: *k1, p1* repeat to end of row

BO, weave in ends

For a large range of other Knitting projects check out the designs of Nguyen Le from Knit Knit.



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PROJECT...CABLE KNIT POSTCARD...CONT

To make the postcard backing, you'll need a 4"x6" piece of matboard. Round the corners with a pair of scissors, and with a hole punch, make 7 holes along the 4" sides, and 8 holes along the 6" sides. There will be 30 holes total. You can measure it out if you'd like. I prefer to eyeball it. Then write a message to a friend, and send it off!

If you're a beginner knitter and not ready to tackle seed stitch and cables yet, you can practice your knitting skills and make a simpler postcard. Follow the same gauge, needle size, and cast on number as above, and just knit until the piece measures 4". You'll have a garter stitch postcard. If you want to practice your purls too, you can knit a stockinette stitch postcard by alternating knit stitch and purl stitch rows.



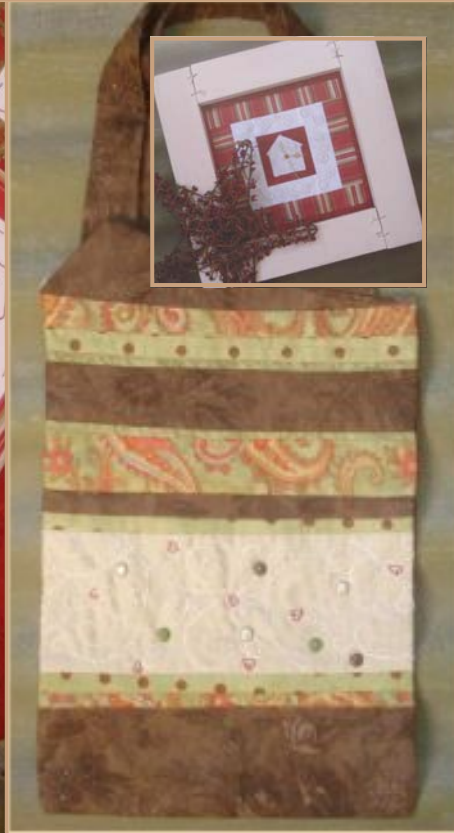
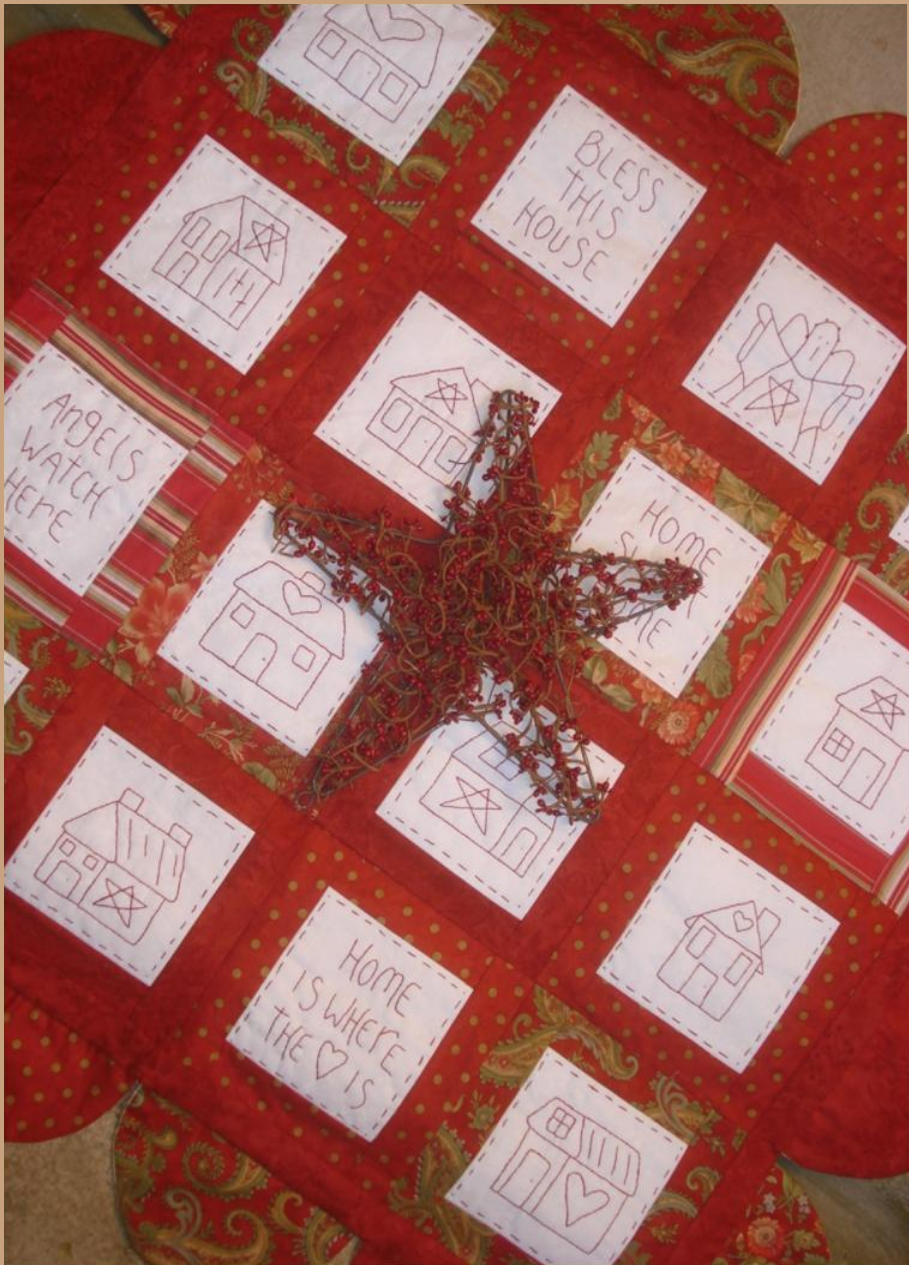
'Butterfly Kisses' Stitchery Cushion

Designed especially to raise funds for the Xanthe Maree Foundation, this lovely Butterfly cushion design features some lovely butterflies flying through vine, and the words 'Butterfly Kisses'. Finished cushion measure 10.5 x 16in. Available for a special price of \$10.00.

Full sales of the Pattern are donated to the Xanthe Maree Foundation at the end of each month.

Visit www.buttonbliss.com for the rest of the Butterfly range designed for this foundation.





Buzzy Bee Buttons 9 Part BPOM

9 Patterns, 7 co-ordinating projects included with monthly Quilt instructions. \$14.00 per month or \$99.00 Full set of Patterns. Order in March 09 and PAY NO POSTAGE.

PROJECT...GARDEN DREAMS CUSHION



Its Autumn, so time for a wintery Garden project...designed by Buzzy Bee Buttons. Frame it or make it into a throw cushion.
Finished design measures 11 x 14in.

What you will need:

- Embroidery Thread DMC No: 3052 (green)
- DMC No: 676 (yellow)
- DMC No: ECRU (cream)
- DMC NO : 3041 (purple)
- DMC NO : 223 (pink)
- DMC NO : 3862 (brown)
- Embroidery Needle & Hoop If Preferred
- 1 1/2 inch Strip of Printed Border Fabric (Approx 40 inches long)
- 1 x Fat Quarter Of Printed Fabric
- Natural Coloured Sewing Thread
- Polyester Filling

TO FRAME ONLY

- Rustic Timber Frame Cut 5 1/2 x 8 1/2 inches
- A Thin Piece of wadding 7 x 10 inches (Cotton, Wool, Or Pellon)
- Strong Twine

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FABRIC / COLOUR GUIDE

We have chosen vintage style fabric for this cushion. Vintage fabrics usually have big rosie prints & come in wonderful colors such as dusty pinks, blues & yellows.

We used embroidery threads to match this look, however you may wish to change the colour of the embroidery threads or use just one colour such as red, this is entirely up to you.

FABRIC AGING

You may wish to age your fabric. Choose a method you are familiar with.

I personally prefer to use Parisian essence in warm tap water.

However tea bags work well also.

Approx 8 tea bags in 1 litre of hot water.

Let the fabric soak until you get a colour your happy with.

Dry & press with a warm iron.

PLEASE NOTE : I prefer to age fabric after all stitching & piecing is complete.

This will help avoid any shrinking of the pre printed calico, thus putting out all measurements.

STITCHING INSTRUCTIONS

Use 2 strands of embroidery thread for the entire stitchery.

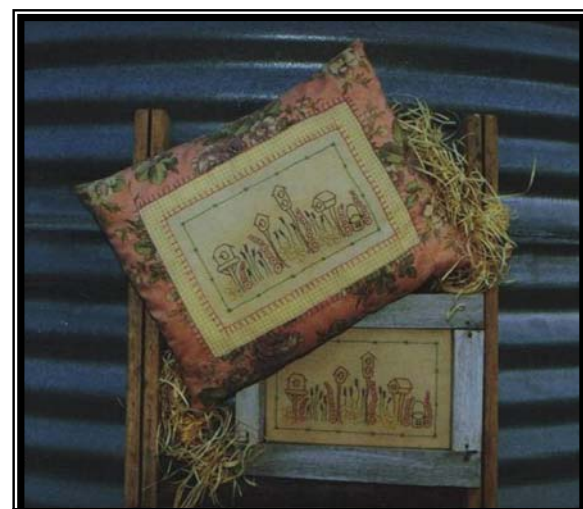
Follow the directions below using the stitches quoted.

If your unsure with any of the stitches refer to the stitch guide provided.

BASKET & BIRDHOUSES

Back stitch all the birdhouses using DMC 3862

Back stitch the basket with french knots on the handles using DMC 3862



Pre-printed Kits available

Kits including a pre-printed calico panel, picture and printed instructions are available at Buzzy Bee Buttons for \$10.00 plus \$2.00 Postage

[Order Here](#)

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DAISIES

Back stitch the petals using DMC 676. Make a cluster of French knots in the centre using DMC ECRU

LAVENDER

Back stitch the stems using DMC 3052

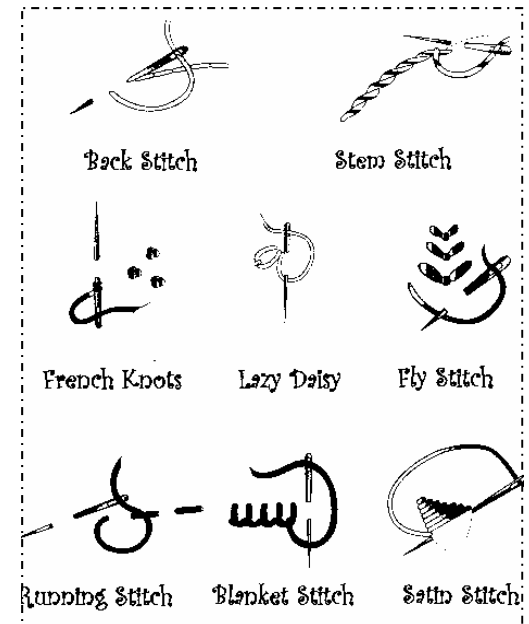
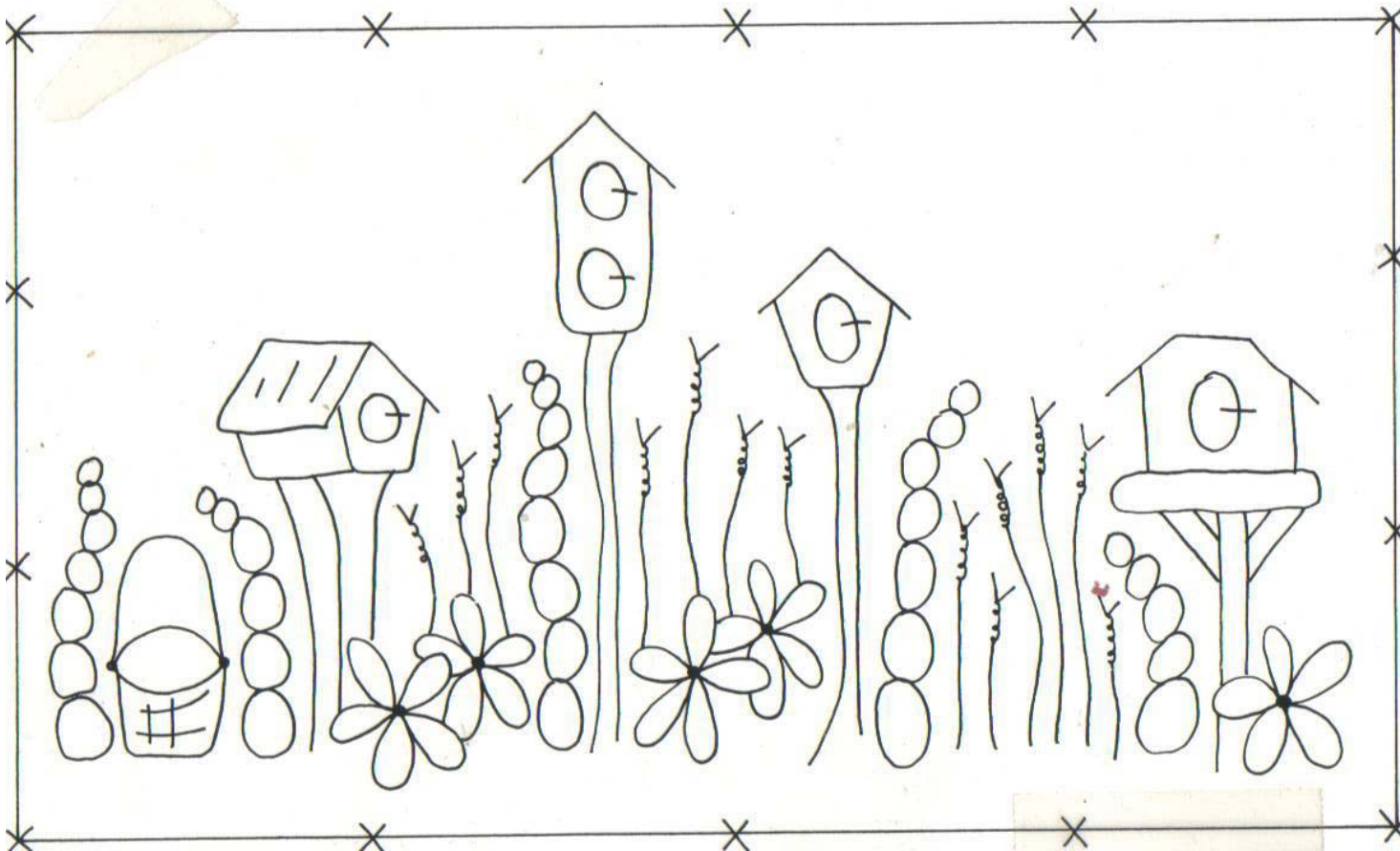
Do 4 or 5 french knots in a row finishing with a fly stitch at the top using DMC 3041
(Instead of a fly stitch you may wish to simply do 2 straight stitches to form a ' V ')

HOLLYHOCKS

Back stitch the flower bodies using DMC 223. Do a cross stitch inside the larger circles & French knots inside smaller ones.

BORDER

Back stitch the border crossing where indicated using DMC 3052



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CUSHION ASSEMBLY

- Once the stitching is complete press with a warm iron. Trim the stitched fabric size down to 6 x 9 inches. Ensure the stitchery is centered. This can be best achieved by using a pencil & ruler to mark out the area before cutting.
- Now stitch on the 1 1/2 inch fabric border. Stitch on the top & bottom borders first then side to side.
 - Use a 1/4" seam allowance for all stitching & natural colored sewing thread.
 - Press all seams out flat as you go.
 - Now press the fat quarter of printed fabric to remove any creases.
 - Follow the cutting directions below to ensure you have enough fabric from the fat quarter for the entire cushion.
 - ACROSS THE WIDTH OF THE FABRIC CUT , 1 cut of 2 1/2 inches.
 - Now cut this in half so that you have 2 strips.
 - ACROSS THE SHORTER SIDE CUT , 2 cuts of 2 1/2 inches.
 - You will now have 4 strips of border fabric.
 - Now stitch on the outside border. Use the cut strips for the top & bottom borders.
 - Stitch these on first then stitch on the side borders.
Press all seams out flat as you go.
 - Using 2 strands of DMC 223 do a blanket stitch border around the edge of the 1 1/2 inch border. Then using 2 strands of DMC 3041 do a blanket stitch border around the edge of the 2 1/2 inch border.
 - Now using the remainder of the printed fabric cut a backing for the cushion.
 - Simply lay the cushion front on the fabric & cut to size.
 - Place the backing fabric & stitched fabric with right sides together.
 - Stitch a seam around the outside, leaving a small opening in the side.
 - Turn right side out, press, & stuff with the polyester filling.
 - Now stitch the side opening closed.

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TO FRAME ONLY

1. To frame your finished stitchery, line the stitchery with the wadding.
2. Centre the stitchery and wadding onto the backing board that comes with the frame.
3. To hold firmly in place use the twine to lace the excess fabric across the back of the board.
4. Lace from top to bottom first then side to side keeping fabric taught as you go.
5. Place the board back into the frame discarding the glass if desired.

NOTE : Old farm timbers from demolition yards make wonderful rustic frames. This is what we used for our framed picture as seen on the front cover.

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GIVEAWAYS..

This month we are giving away a set of 2 beautiful Embossed Tin Decorative Bags. The large one measures 7.5 x 9 x 2.5in and the smaller one measures 6 x 7 x 2in. ALL YOU NEED TO DO is email us with what you would use these for to be in the draw.

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IN BUSINESS...SALES SALES SALES

There's something about the word 'SALE' that attracts a potential customer's attention. Let's face it we all like to grab a bargain at times. A Sale can be very beneficial for a business but we need to be very strategic when it comes to holding sales and how we go about it or it will harm your business.

Sales are great when held a few times a year. We get to attract more customers, gain some more exposure, and clear out some stock that's been sitting around. Here are some tips on the ins and outs of sales.

- Plan your sales in advance—So in November of 2008, think through when you might want to hold a sale in 2009. Maybe choose 2 or 3 months or blocks of time and schedule them in.
- Timing of Sales—You don't have to necessarily have the normal Christmas in July or Thanksgiving sales we quite often see. Not only are those holidays mainly American, there is often so many sales happening that people will run out of money anyway.
- Promoting new releases— When you are planning to release a set of new designs or items, you want to draw your customers or potential customers in to check out what's new. This may be a good time to hold a sale on other items. This allows you to market your item and possibly hold a competition etc to help promote.
- Items on Sale—Make it very clear what items are on sale, and what items aren't on sale. It gets a little difficult when a customer purchases a heap of wooden bulky items on a 'FREE POSTAGE' deal. You either honor the sale with a huge financial loss, or discuss the problem with the customer, which isn't easy and sometimes ends in the loss of a sale and a customer.

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- Advertise a certain timeframe—If you are planning to advertise a sale, it is a good idea to be specific about the dates rather than just stating a start date. If customers do not have specific timeframe to come in and check out your specials, the priority of visiting your store may fall back on your customers things to do that they don't visit at all.
- Incentive—We all like getting something for free, so why not include an incentive. If you sell patterns, why not throw in a Skein of embroidery thread to get your customers going, or throw in a free mini pattern. If you sell Primitive type things, throw in some rusty stars etc.
- Craft Shop Road trip Sale—Get together with some other craft friends and organize a week of sales and specials across a number of different shops or online stores. Every shop advertises the exciting occasion to their customers off and online, and everyone benefits from a number of different customer bases visiting their shops.

Different types of sales you can hold:

- Buy 2 get one FREE (great for patterns or similar items)
- FREE Postage (watch what you use this on)
- FREE Pattern with every purchase
- BULK CRAFT Sale (create some different collections of items and reduce them as a whole—great for handmade, primitive and country craft sales, and pattern sales can benefit from this as well). A great way to move lots of stock.

If you have any questions or would like some further information please feel free to contact us.

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SUBMISSIONS

for projects, articles, and advertising are now being booked for the next 6 months. If you are interested in submitting something please email us at submission@inspireonlinemagazine.com.

EDITORS

This Magazine has been designed and published by Nicole Jones of Buzzy Bee Buttons. Project editing and management by Helen Henry.

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