

S Magazine



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S Productions

an alliance between

CASUAL ELEGANCE

and

LOES HINSE DESIGN

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Cover Photo is the new Loes Hinse Design Princess Tank Pattern..

The Newest Patterns from Loes Hinse Design

The Garbo Jacket

This new jacket is fabulous! A very versatile pattern, the clean lines are very 'Armani'. You will absolutely love the subtle shaping, and sewing couldn't be easier. A wide variety of fabric will work including everything from lace to wool. Two views are offered. The photo at the right is the longer view with a deep 'V' in the front. The alternate view is a shorter jacket with a higher 'V'.



The Princess Tank/Dress

See photo on Front Cover for the Tank Top view. The photo at the left is the dress view. Featuring front and back princess seams, a more tailored, fitted look is attained. The neck is a slight boat neck shape with a slight cap sleeve. Longer than other tops in the Loes Hinse collection, this top can be tucked in or left out. For summer, this top is REALLY cute with cropped pants. Looks equally appealing with a skirt.

The dress at the left is sewn from 'funky' darkest green velvet with swaths of lime. This fabric is available on the Treasures page on the website—W 04 under 'Discounted'.

Anyone needing a large bust adjustment will love this pattern!

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ATTEND LOES HINSE DESIGN SEMINARS

in historic

CARMEL BY THE SEA, CALIFORNIA

'Regular' Sewing Seminars

Oct. 28 — 31, 2006
More dates coming soon!

'Advanced' Sewing Seminars (Must have attended previous seminar.)

Sept. 30 — Oct. 3, 2006
Oct. 14—17, 2006

CHECK LOES' WEBSITE FOR DETAILS

CONTACT SHARON FOR BROCHURES

S MAGAZINE is available online at

www.casualelegancefabric.com

Hardcopies no longer sent free of charge.

You must request a hard copy and make payment arrangements.

A Visit with Sharon

A Journey to the Top of the Mountain

Recently, I had the opportunity to spend three days 'working' with Loes. The first day, our 'talking/organizational' day, was spent in her boutique at which time I browsed observing our fabric 'made up' and Loes' interaction with her customers.

This particular day was highlighted by many interesting people. One long time customer arrived announcing she would soon be the Mother of the Bride at her daughter's garden wedding in Monterey. Thinking she wanted to wear green, her thoughts were quickly channeled in a different direction when Loes announced she would blend in with the garden if she wore green! A few minutes later, her order was in place for a beautiful Mother of the Bride ensemble consisting of a very muted dusty pink long skirt and tank coordinated with a short Kimono jacket (a tweaked version—more on that later) created from two coordinated prints. The "Mother" was ecstatic when she left. Again I watched Loes work her magic.

When five o'clock arrived, the doors were locked and we embarked on our journey to Loes' home—our destination for two full days working with a very long list. This 'journey' takes place in John Steinbeck country. It includes many sharp curves, steep terrain, and gorgeous green covered mountains. After awhile, we arrive on top of the mountain to begin our work. These two days proved to be most interesting and rewarding.

(continued on page 6)

A Chat with Loes

Seeing the Possibilities

Preparing for a photo session on our last working day of the 'mountain top', we started talking about the 'color thing'. Much has been written in the S Magazine about Loes and her ideas about color. Many of us are tuned into 'our colors', which ones we can wear and which ones we can't. Sometimes this seems contradictory to Loes' theory. She uses muddy colors. You may be thinking bright colors. She keeps talking basic garments in a basic color—often on the drab side. This basic color, you may think is not to your liking.

Never ending are the questions received regarding her use of color. These questions go beyond choosing a color for an outfit. "I have my basic garments sewn in a nice basic color, and still no pizzazz. How does this color thing work?" "How do I know which accessory color to use to make it work for me?"

Back on the mountain and the photo session, we were arranging a group of fabrics in a variety of textures, all colors blending together. They were beautiful. I am thinking, "I like these colors and do wear them". I am also thinking, "There are those who wouldn't agree". So, again I ask how does this work for various people with different skin tones and different

(continued on page 7)

(“Chat with Sharon” continued from page 5)

I am quite accustomed to working amidst rolls and piles of beautiful and unique fabric.. This is one of my perks. Somehow working with the “Queen” in the midst of **her** rolls and piles of beautiful and unique fabric had a different twist. At times when walking into Casual Elegance, you would think it was utter chaos. It probably is! Our ‘chaos’ is slight in comparison to Loes’ work space! Her ‘stuff’ is everywhere. You can barely walk! It is total disarray! (I took pictures but am afraid to print them for fear of reprisal!) Immersed in this total disarray, we actually accomplished our project list. Somehow working in this chaotic environment added to the level of creativity and production.

Our projects were driven by two new CD’s which are currently in process. Available soon, you will enjoy a ‘tweak’ on the Kimono Jacket Pattern. Loes created one of these jackets during our work session. Gorgeous and very easy to do, it is a different take on the Kimono pattern. (The Mother of the Bride mentioned earlier will be wearing this jacket.) Another CD in the making consists of ‘tweaks’ on Loes’ basic top patterns. While Loes sewed the jacket, my assignment was to do one of these Very easy to do, the results were wonderful. You will LOVE these CD’s and will keep you posted when they are available. Should be soon.

My trip to the top of the mountain was fun and rewarding.....and a lot of work! I continue to learn from Loes. The more I learn, the more I realize how practical and easy is her ‘mode of sewing’. Her philosophy does work. More on her philosophy in “Chat with Loes” starting on page 5.

Keep creating, sewing, andlearning!

Sharon

Shoulder Pad Placement

Loes’ jacket patterns provide instructions for covering shoulder pads and attaching them with hook and loop tape (Velcro).

Because jackets tend to shift toward the back on many people, Loes suggests that you insert the pad slightly toward the front of the shoulder.

Much more on this topic and a whole lot more is covered by Loes at her Carmel Sewing Seminars. Plan to attend one!

On the Casual Elegance website, you will find the shoulder pads Loes uses. Also now available and not yet up on the website is a wonderful lighter weight Velcro. It is softer than the traditional Velcro and comes in black and white. Call or email to order—\$1/yd.

(Chat with Loes continued from page 5)

preferences?

Loes left the room returning with a handful of jewelry. Assuming any or a combination of these fabrics were an outfit, she proceeded to use this jewelry to make her color point. On these fabrics she first laid a vibrant carnelian (reddish) necklace. As she says, "It pops". She continues, "A person needing brighter colors or preferring more drama would wear this necklace." The eyes immediately go the red color. You saw the necklace. You thought 'red'. The fabric became background. Drama was created. It was beautiful.

Then she topped the same fabric with a muted, soft green citron necklace. An entirely different feeling was created. The necklace and the fabric blended together for a softer feeling. There was less distinction between the fabric and the necklace. Understated and soft, this works for the person needing a softer color and less contrast. Same fabric, an entirely different look and feel.

Then jade is introduced. Then a string of pearls. Same fabric; different accessories. She continued suggesting a chunky string of red beads, a string of organic wooden beads, a string of black beads. Not only creating a different feeling or mood, the role of the necklace color and texture made a statement. Different looks for different people as well as different moods.

Yes, the background fabrics with their muddy colors might change. Depending on skin tone, one person might prefer cooler colors. Another would prefer warmer colors. The point remains. The fabric provides a backdrop. The accessories make the statement—color and mood. The color of the background fabric is less important. The statement changes with a change of accessories.

I have seen this 'jewelry scenario' more than a few times both in Loes' boutique and at the seminars. For whatever reason, that day—on the mountain—it clicked like it hadn't clicked before. The fabric was indeed the background allowing the centerpiece jewelry to play their role. The eye went to the accessory. In this case it was jewelry. Not only different colors and textures, but different moods. I 'saw the possibilities'!

It is not just jewelry. A real shoe person, Loes continued talking about shoes. One pair of funky shoes will make an outfit come alive. Recently, Loes was wearing a basic black pant with a basic white top. Could be boring. Not so with her turquoise and silver shoes. It was dramatic. It was really 'cool'. And purses or whatever—same idea.

Play with what you have. It is a good place to start. When I returned home, I pulled out all of my 'stuff'. I enjoy purchasing 'jewelry' from local artisans whether at home or on a trip. (Loes would be included in this group!) I prefer the organic look. In this collection I found a burgundy tone necklace that previously was only worn with that color. Placing it on top of a pile of 'tannish' fabric, the necklace looked totally different. It was GORGEOUS. It appeared browner with a totally different look. What an eye opener. It wasn't the same necklace. Then as Loes had done, I used different colors and textures on the same fabric. Give it a try and play with this concept. You will be amazed. "See the possibilities"!

Sewing with Lace

LACE is more popular than ever this spring. You see it everywhere. Lace is one of Loes' basic fabrics. It seems to work with everything—even jeans! Worn alone, layered under another garment, or layered with another lace, it just works.

Treating the lace as you would a knit fabric, sewing is quite easy. Lace can be used for tanks, tops, dresses, scarves, and jackets. A lace jacket for warm weather is a great wardrobe addition. Sewing a lace 'blouse' such as the Casablanca can also function as a very nice summer jacket.

To sew a lace tank, the Tank Dress Pattern is perfect. For a closer fit, use the camisole view. Since it is quite close fitting, measure the pattern first to eliminate any surprises. You may wish to enlarge it a tad. When sewing a lace cami (camisole), Loes suggests widening the shoulder straps about 1/2". Due to the uneven texture of lace, turning under the lace to topstitch at the armhole can be a bit of a hassle. Having a little extra lace to work with will eliminate that problem.

Sewing on any lace top can present a few problems when trying to turn under the neck edge (and armhole if a tank) to topstitch. Try lengthening and widening your serger stitches and lessening the pressure on the pressor foot. The differential feed may also need adjusting. Play with this on a scrap of fabric. A very narrow (3/8") fusible bias tape can also be used fusing it to the cut edge before serging. Fuse, serge, and topstitch. Practicing any method is important.

A beautiful addition to Group I in the current swatches is SS 12-3, Pink Stretch Lace. Loes is showing this lace as a 'cami' for a beautiful addition to pants and jacket sewn from SG 104, Tan Wool/Rayon Suiting. (Incidentally, she put the darker textured stripe side inside.) A photo of the 'suit'

sewn from SG 104 is on the Gallery page on the website. Wearing the same pink cami under a cardigan sewn from SG 111 Mauve Poly/Lurex Sheer Knit is another of Loes' choices.

A lettuce hem as suggested in the Fabric Information (accompanying the swatches) would be a nice touch on the cardigan sewn from SG 111. Or take it a step further and sew a strip of the pink lace at the bottom of the cardigan rather than the traditional hem. This can be done with any top. A strip of lace can be serged single layer at the bottom hem edge. If the lace has a nice selvage, use that at the bottom. (Do not hem and cut off hem allowance.) Or serge the right side of the lace to the wrong side of the top wrapping the lace to the right side of the top and topstitching in place. Topstitch very close to the cut raw edge of the lace. The raw edge will show but will not ravel and the edge should be very close to the topstitching.

Using lace at the hem of the sleeve is another option. A long sleeve top is quite pretty with a wide lace cuff. The same width of lace can be used at the hem. Folding a wide strip of lace in half and serging the double layer of lace to the cut edge of the sleeve is pretty and easy to do. The same width double layer can be used at the hem. Make sure your hand will slip through the lace 'cuff' before attaching to the sleeve.

White, cream, and black laces are also great choices. See the website for other laces available. There will be new laces in the next swatches.

Check the Gallery page on the website. Photos of the current fabric sewn into the garments Loes currently is selling in her boutique are found there. Please check it out. We will also be putting a variety of photo's on that page from time to time.

Keeping Up with Fashion Trends using Loes Hinse Design Patterns

Loes chose SG 102, Gray/Beige Rayon/Linen Suiting, for a Bolero Jacket. This jacket has a 'new tweak' soon available marketed with her pattern line. A photo of this jacket sewn from SG 102 is on the Gallery page on the website. When sewing a jacket, Loes recommends dry cleaning to maintain the crispness. She paired this fabric with pants sewn from LL 05, dark green tencel on the Treasures Page. It is also beautiful with basic black. Loes also suggests it coordinates with LL 05 and MM 707, light weight wool jerseys. These fabrics are in the Early Winter '05 collection on the website. It also 'ties in' beautifully with several current fabrics including SG 110, Putty Tencel Gab.

I had in mind a different project. Cropped pants are "in" again this spring. Longer cropped pants, with or without a cuff, are a wonderful warm weather garment. Living in a warm climate, I chose to do cropped pants and a matching tank using SG 102. I love the matching pant and tank look. To sew cropped pants, the Cruise Pant pattern is a natural. For the current longer and wider leg crop, use the Oxford Pant pattern and cut off where desired. For a longer cropped pant, you don't need to cut off much! If the leg is wider than desired, taper down on both sides to a smaller size at the bottom of the leg. Taper up gradually to the original cutting line.

To sew pants and/or a top with this fabric, cold water wash and a little time in the dryer is recommended. The fabric softens and becomes quite soft drapey. It is beautiful. **BE SURE TO PRESS OUT THE FABRIC LENGTHWISE AND CROSSWISE BEFORE CUTTING OUT YOUR**

PATTERN. This step is necessary to prevent future stretching. After the garments are sewn, a very gentle cold water wash and line drying are recommended.

This fabric is quite loosely woven and extra care will eliminate raveling. Before washing, serge the edges. Because the fabric is prone to ravel, I cut my pattern pieces a tad larger to allow for a slightly wider seam allowance. Using a three thread serger, I serged the fabric and then machine stitched the line of stitching a tad more 'inside' from the serging. (This is where the extra seam allowance helped.) I also added an extra row of stitching running through the serged stitches. Using another spool of thread on my 4 thread serger would have taken care of that extra row of machine stitching! Because it is loosely woven, I felt the extra steps were an extra precaution.

Due to my not having enough fabric to cut out a tank and have a hem, I fringed the bottom. About an inch up from the cut edge, I stitched a row of narrow zigzags. I then pulled the horizontal threads up to that point. Pulling a horizontal thread before cutting to make sure the fabric was on grain and positioning the front and back pattern pieces on that line, the fringing process was quite easy to do.

I love my new tank and cropped pants. A picture is on the Gallery Page on the website. The little extra effort paid off! I can add a pretty lace jacket or a jacket sewn from a coordinating fabric for extra mileage. Or I can wear the pants with a variety of tops. I love it with black.

'Tweaking' on CD

Fun ideas for adding pizzazz to Loes' top patterns will soon be available on CD. Will keep you posted!

Revisiting an Old Friend

I have become reacquainted with LL 06, the Glen Plaid Wool Blend found on the website in the Early Fall, Group IV Collection. When this fabric came in, I must admit I didn't particularly 'bond with it'. I think many of you agreed! Now I am loving it!!! What changed my mind? It's new look!

Recently, when walking into Loes' boutique, I saw LL 06 in its new form. What made the difference? She washed and dried the fabric resulting in a wonderfully soft, texture. It looked completely different! Washing/drying gave it more of a casual look which can be dressed up or down. You could wear it with your jeans!

For information on cutting out plaid fabric,

please refer to page 14 of In the Early Fall, 2005, S Magazine on the website. When working with plaids, using a pattern with simple lines is essential. Loes used her soon-to-be-released new Garbo Jacket Pattern. See page 3 of this magazine for information on this new pattern. Featuring a very 'Armani look' with wonderful subtle shaping, this pattern is perfect for this fabric.

The plaid ties in with SG 110, Putty Tencel Gab, in the current swatches as well as KW 006, Tan Rayon/Poly Blend, SM 917, Black Wool Crepe (or any basic black), LL 01, Kiwi Knit, LL 02, Natural Linen Knit, both in the Early Fall '05 Collection, and your jeans! It is really quite versatile. And easy to sew!

See the photo on the Gallery page on the website.

Who's Sewing?

This article features an anonymous customer.

I live in southern California and have a 16 year old high school junior living at home. We also have a daughter living and working in New York City.

Working part time sporadically, I work in the field of geophysics doing scientific consulting in seismology. I also enjoy doing lots of volunteer work. When working outside of my home, my wardrobe consists of pants, jackets, and tops.

Feeling I have 'orangutan arms', I got tired of too-short sleeves and started sewing my own clothes. I love textiles and the whole sewing process. In fact, I had a hand woven clothing business for several years. Dreaming of the "next" outfit is a favorite pastime for me.

Except for jeans, socks, and underwear, I sew almost everything. Sewing slacks is my favorite sewing project. I get a better fit than RTW, and they are long enough! I also like sewing shirts and jackets.

When asked if she loved wearing what she sews,

her answer was, "Yup, I sure do. Feeling successful with the majority of sewing projects, there is the occasional wadder....."

Living in southern California, most fabrics I use need to be light weight—cotton, linen, rayon, silk, and wool. The fabric must have good drape and mallability. I love the whole process of sewing, but mostly I enjoy wearing beautiful, well-fitting clothes made of fabrics that I probably couldn't afford in RTW.

I love sewing with Loes Hinse Design patterns. Having sewn with them for five to six years, the soft look, the fit, and the wearing comfort are very appealing to me. I really enjoy the pulled together look obtained with these patterns. And they are easy to sew!

Besides Loes' patterns, I do like to sew more tailored jackets with interfacing and lining, bound buttonholes, and welt pockets. But when I want something new to wear tonight or tomorrow, I look to the Bolero Jacket and Euro or Oxford Pants with a tank or the Boat Neck Top underneath. The patterns are very easy to tweak giving me a flattering and comfortable fit. At least I think so! And they are so fast to sew up!

A Case History

By Kathy Schovajsa

We often stress the importance of testing a swatch before you decide on laundering and seaming methods. My experience with the black puckered rayon, SG 103, is a case in point. I machine washed a swatch and didn't like the way the fabric drew up. I took my unwashed yardage to the dry cleaner's to be steam pressed. The fabric did not shrink, and the hand was unchanged.

Because the fabric was rather 'wiggly', I tore it on the cross grain and aligned the bottom of each pattern piece along the edge. (Because the fabric is only 51" wide, it was necessary to tear a section for each pattern piece.) This method assured that the garment was on grain and the puckered 'ribs' matched.

The fabric was easy to sew. When serging a single layer, e.g., to clean finish the hem, I set the differential feed on 0.7 and loosened the needle tension. In testing my fabric, I discovered that very light steam pressing was sufficient and that the fabric could be safely be pressed on the right side.

Here is Kathy's new outfit!

The jacket is the short version of the new Garbo Jacket Pattern sewn from SG 103, Black Puckered Textured Rayon, featuring large white buttons. (Button tie in with the polka dots!)



Both the tank and skirt are sewn from SS 12-10, Black/White Sheer Pin Dot. The tank is sewn using Loes Hinse Design Tank Pattern and the skirt is sewn from the new Tango skirt pattern.

Note:

Kathy says she does not wear skirts. However, the new Tango Skirt has changed her mind!

Microfiber Slips

Loes recommends sewing microfiber slips to be worn under sheer fabrics such as the current SS 12-10, Black/White Dotted Sheer Rayon. Use the A-line skirt found in the Gore Skirt pattern. We have microfiber in black and nude. We also have the lingerie elastic for the waist. Check the website or call or email for details.

Inside Out Jackets

According to our feedback, creating an inside out jacket (see S Magazine Early Fall '05) was quite a hit! The new SS 12-6, Ivory Velour, is a natural for this treatment. This will be great for those cooler spring evenings!

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