

CASUAL COUTURE

28TH ANNUAL EDUCATIONAL CONFERENCE

DENVER, COLORADO

ELEVATE

YOUR BUSINESS TO NEW

HEIGHTS



CORE CONFERENCE OCTOBER 19-22 2023

ASDP

ASSOCIATION OF
SEWING & DESIGN
PROFESSIONALS

[SEWINGPROFESSIONALS.COM/CONFERENCE](https://sewingprofessionals.com/conference)
CONFERENCE@SEWINGPROFESSIONALS.COM



SewingDesignPros

Content Index

4	<u>Pricing & Registration</u>
5	<u>About ASDP</u>
6	<u>Sewing Certification</u>
7	<u>Schedule at a Glance</u>
8	<u>Master Classes</u>
10	<u>Core Classes</u>
10	<u>-Friday Classes</u>
15	<u>-Saturday Classes</u>
19	<u>-Sunday Classes</u>
23	<u>-Events</u>
26	<u>Monday Tour</u>
26	<u>Denver Things to Know</u>
27	<u>Charity Sewing</u>
27	<u>Vendor Marketplace</u>
28	<u>Sponsors</u>

From the Board

Welcome to the 28th Annual Educational Conference hosted by the Association of Sewing & Design Professionals (ASDP). Join us in Denver, Colorado, for an inspiring and transformative experience.

Our conference is a gathering of passionate sewing and design professionals from across the industry. With a focus on excellence and innovation, we offer a diverse program of workshops, seminars, and networking opportunities tailored to various skill levels and interests.

Immerse yourself in high-caliber instruction, insightful discussions, and meaningful connections. From sewing techniques to creative design and business practices, our expert instructors will guide you through a range of topics to enhance your craft and career.

Join us from October 19th to 22nd, 2023, at the Hyatt Regency Denver Tech Center, and be part of a vibrant community that shares your passion and dedication.

Thank you for being part of our thriving community, and we can't wait to see you at the ASDP Conference.

Warm regards,

The ASDP Board



Pricing & Registration

- Member registration begins July 1st, 12 p.m. EST
- Non-member registration begins August 1st
- Late registration begins September 1st

Education Packages	Early Bird 7/1	Member & Student 7/15	Non-Member 8/1	Late 9/1
Core Conference Thursday - Sunday	\$635	\$750	\$875	\$950
One Full Day of Core Classes Friday, Saturday, Sunday	\$150	\$175	\$195	\$220
Master Class Courses -Draping: The Essentials -Casual Couture Jacket -Bridal Alterations	\$450	\$525	\$600	\$650
Core Conference plus a Master Class Wednesday - Sunday	\$975	\$1150	\$1325	\$1450
À la carte				
Monday Fabric Tour	\$85	\$100	\$115	\$125
Welcome Reception	\$40	\$45	\$50	\$60
Keynote Luncheon	\$65	\$75	\$85	\$95
Fashion Show	\$25	\$25	\$35	\$40
Banquet Dinner & Annual Meeting	\$85	\$100	\$115	\$125
Farewell Reception	\$40	\$45	\$50	\$60

Core Conference pricing includes Thursday's Welcome Reception; 3 days of class options on Friday, Saturday, and Sunday; Friday's Keynote Luncheon and evening Fashion Show; Saturday's Annual Meeting and Banquet; and Friday's Farewell Reception.

Conference attendees and locals are invited to discover new sewing products, learn from experts, and connect with the sewing community at our Vendor Marketplace from October 20th through 22nd.

About ASDP

The Association of Sewing and Design Professionals (ASDP) serves the sewing community by providing a range of benefits and resources to support the professional development and growth of its members. Some of the things ASDP does for the sewing community include:



Education: ASDP offers various educational opportunities for its members to enhance their skills and knowledge in the field of sewing and design. This includes online courses, workshops, webinars, and conference events.



Networking: ASDP provides its members with opportunities to connect with other professionals in the sewing and design community through its local and national events, as well as its online forum and member directory.



Industry resources: ASDP provides its members with access to a range of resources and information on the latest trends, techniques, and technologies in the sewing and design industry.



Professional recognition: ASDP promotes the recognition of sewing and design as a profession and works to increase the visibility and respect of its members in the industry.

ASDP Charitable Foundation

We envision a world where the sewing and design industry is made up of well-trained, highly skilled, and well-compensated professionals whose unique skills, expertise, and workmanship are respected and valued. Our mission is to support students pursuing education in sewing and design, educators teaching the next generation of sewing and design professionals, and small manufacturers and other sewing and design entrepreneurs.



[Donate to the Charitable Foundation today!](#)

Sewing Certification



The Master Sewing and Design Professional (MSDP) and Master Alteration Specialist (MAS) Certification Programs are national performance-based programs certifying professional customer sewing and design work. They are based on ASDP's Standards of Quality and are open to anyone with a sewing-related business. MSDP and MAS certification provides the professional with prestigious credentials that validate skills and expertise. The evaluation of such work has four important goals:

- Upholding high standards of workmanship
- Educating the sewing professional in the evaluation of her/his work, aiding in the development of skills
- Provides a benchmark of superior quality for the consumer
- Encouraging and attracting new and talented people to our profession

The MSDP Certification Program tests the knowledge and skills of seven important areas: fabric, design, fashion illustration, fit, garment construction, pattern development, and professional practices.

The MAS Certification Program tests the knowledge and skill of five important areas: fabrics, alteration techniques, alteration fit, alteration overview, and professional practices.

Those interested in applying for certification should take note of the classes marked with the MSDP and MAS logos. These classes have been evaluated by the MSDP Board and deemed valuable education towards undertaking the certification process.

Visit www.sewingcertification.com for more information about MSDP & MAS certification

CASUAL COUTURE: ELEVATE YOUR BUSINESS TO NEW HEIGHTS
28th Annual Educational Conference

Schedule at a Glance

MDT	17-Oct Tuesday	18-Oct Wednesday	19-Oct Thursday	20-Oct Friday	21-Oct Saturday	22-Oct Sunday	23-Oct Monday
7:30 AM		Registration	Registration	Registration	Registration	Registration	
8:00 AM				Fashion Show Check In	MSDP/MAS Meeting		
8:30 AM	Day 1	Day 1	Day 1	Day 2	Day 2	Day 2	
9:00 AM	Draping: The Essentials	Casual Couture Jacket	From Shoulder to Hem-Bridal Alterations	Draping: The Essentials	Casual Couture Jacket	From Shoulder to Hem-Bridal Alterations	
9:30 AM				Sew You Want to Start a Home Based Business	Fibers & Fabrics... the Facts and the Fun	Androgogy for Dummies	Transform your sloper into a Custom Dressform
10:00 AM				Social Media? No Problem!	Feathers: Fancy Fluffs of Fun	Design Bootcamp	Couture Ironwork: How to Shape with the Iron
10:30 AM				How to Determine your Hourly Rate	The Student Funnel	Couture Methods of Sewing Lace	Illustration for Better Communications
11:00 AM				Baby Bump or Full Hip Bridal or Formal	Shape up Your Darts!	Coach your Way to an Expanded Client Base	
11:30 AM							
12:00 PM							
12:30 PM	Lunch on Own	Lunch on Own	Lunch on Own	Charity Sewing Event	Keynote Luncheon Presenter: Deepika Prakash	Lunch on Own	Chapter Rep Meeting
1:00 PM							
1:30 PM	(continued)	(continued)	(continued)	(continued)	(continued)	(continued)	(continued)
2:00 PM				Sew You Want to Start a Home Based Business	Fibers & Fabrics... the Facts and the Fun	Learn the Art of Capturing & Video Editing	The Why, How & Joy of Couture Sewing
2:30 PM				Panel: Strategies and Solutions for Fitting Diverse Clients	Feathers: Fancy Fluffs of Fun	Design Bootcamp	Professional Buttonholes
3:00 PM				Color Expertise for Better Sales to Success	Textiles: Their Structure & Why they Perform the Way they Do	Couture Methods of Sewing Lace	Illustration for Better Communications
3:30 PM				You Are Your Greatest Asset	Selecting the Right Interfacing	Planning Garment Ease	
4:00 PM							
4:30 PM							
5:00 PM			Newbie Meet & Greet				
5:30 PM				Dinner on Own	Model Rehearsal		
6:00 PM	Registration		Welcome Reception				
6:30 PM							
7:00 PM							
7:30 PM				Fashion Show: Student Challenge, Member Showcase & Threads Challenge			
8:00 PM					Banquet Dinner & Annual Meeting		
8:30 PM							
9:00 PM							
9:30 PM							

LEGEND:
Master Classes (Orange)
Core Classes (Blue) Full Day (Dark Blue) Half Day (Light Blue)
Social Events (Teal)

Vendor Marketplace: Mesa Verde		
Friday, October 20	Saturday, October 21	Sunday, October 22
1:30 PM – 7:00 PM	8:00 AM – 6:00 PM	8:00 AM – 1:30 PM

Master Classes

October 18-19, 2023 (pre-conference)

ASDP Master Classes are immersive learning experiences designed to provide in-depth training on a specific sewing or design technique, taught by expert instructors with extensive industry experience. These classes offer a unique opportunity to refine skills and gain new insights into industry trends and practices. Each Master Class is developed to provide a comprehensive, hands-on learning experience, ensuring that attendees leave with practical knowledge that they can apply to their work immediately. Whether you're a seasoned professional or just starting in the industry, ASDP Master Classes are an excellent way to expand your skills and take your sewing and design abilities to the next level.

We're excited to offer three Master Classes this year, each spanning two days of in-depth learning. Please note that all Master Classes will be held prior to the Core Conference.

Draping: the Essentials and Beyond



Presenter: Catherine Stephenson

2 Day Master Class - Lecture/demo with hands-on workshop

Difficulty: Beginner

Kit Fee: \$10

Kit Includes: 1/8" tape roll, handouts on draping techniques (basics)

Description: This 2-day Master class is designed for the professional who wants to have training and hands-on experiential learning in the fundamental principles of how to drape clothing along with general draping skills. Students will work directly on a full-size dress form. Students will learn dress form and muslin preparation, and muslin manipulation to drape a basic 2-dart bodice, darted skirt, and sheath dress drapes, along with trueing the muslins to create the pattern. Building on this foundational framework, students will advance to more complex draping including dart manipulation, radiating pleats, added fullness, cowls, and bias. The goal of this class is to familiarize students with draping techniques that will enable them to continue to explore design through draping in their own studios. Students will work with both muslin in the basic drapes and muslin or suitable fashion fabric in the more advanced drapes. Each student will work on a life-size dress form and at a personal workstation. Instructional handouts for the drapes will be provided in the class kit.

Master Classes

Casual Couture Jacket



Presenter: Helen Haughey

2 Day Master Class - Lecture/demo with hands-on workshop

Difficulty: Intermediate

Kit Fee: \$15

Kit Includes: Basting needle, cotton basting thread, silk organza (for facing), Petersham, printed instructions

Description:

This might just become your favorite jacket! It is the perfect piece to add to your wardrobe and depending on where you live you might even wear it all four seasons! However I did originally develop this garment for wearing in hot and humid climates. The combination of fabric and construction technique minimizes heat absorption and radiation. A light weight cotton bouclé is used and is open at the front for maximum ventilation. However, the fabric has sufficient inherent body to keep its form without help from any type of closure.

The jacket has a hybrid formal/casual application and can be worn from the office to an evening event or paired with jeans, depending on the accompanying apparel and accessories. The joy is completed with a feeling of luxury resulting from the silk charmeuse binding on all seam allowances. You could also use wool Bouclé or other fabrics such as cashmere or lace.

Bridal Alterations from Shoulder to Hem and the pesky ones in between



Presenter: Brenda Breitenmoser

2 Day Master Class - Lecture/demo with hands-on workshop

Difficulty: Intermediate

Kit Fee: \$35

Kit Includes: 1/2 scale dress per 2 participants, printed materials and an assortment of supplies



Description: 2-day master class covering bust, waist, hip and hem alteration challenges of the bridal and formal design styles of 2023. CLO3D avatar technology and 1/2 scale physical samples will be used to demonstrate the various options to achieve the perfect fitting garment for your client. Participants will work in pairs to apply what they learned with what they know to alter a provided 1/2 scale garment. Each participant will have the opportunity to share the fitting challenges and solutions they applied.

Core Classes

Experience a dynamic lineup of classes during the Core Conference of the 28th Annual ASDP Educational Conference! Join us for an enriching journey where you can choose from a variety of captivating sewing and design sessions led by industry experts. We encourage attendees to plan to attend the complete Core Conference, which includes access to class selections on Friday, Saturday, and Sunday. However, a limited quantity of single-day tickets will be available for those with specific scheduling needs or interests.

With an array of options available each day, you'll have the chance to personalize your conference experience based on your interests and goals. Our carefully crafted class schedule offers a diverse range of topics, techniques, and skill levels to cater to both seasoned professionals and those who are just starting their sewing and design journey.

From full-day intensives that allow for deep exploration of a particular subject to half-day sessions that offer focused instruction on specific techniques, you'll find a class lineup that suits your needs and preferences. It's important to note that none of the classes repeat.

Read full [class descriptions](#) and [presenter bios](#) on the ASDP website!

Friday ~ October 20, 2023

Sew you want to start a home-based business



Presenter: Brenda Breitenmoser

Full Day - Lecture only

Difficulty: Beginner

Kit Fee: \$20

Kit Includes: Working book including sample contracts, pricing formula, client consultation and much more



Description: During the class, we will discuss the pros and cons of a home-based business. What are your demographics, community expectations, what type of sewing is needed in your area, what do you like to do, your plans for the future; how to set up a business plan. Financing the business, pricing your work for both bridal and leisure wear. This will be an opportunity to share information on what resources you use for both education and suppliers.

Brenda has prepared a business cost calculation sheet that will need to be completed before class. This worksheet will help you see how much your hourly rate should be. Working together using the workbook prepared for the class we will discuss pricing, insurance, contracts, and ways to add to your profit margin, the Pros and cons to a home base business, and how to expand your business during the off-season.

Friday Classes

Fibers & Fabrics...the Facts and the Fun



Presenter: Dianne Denholm

Full Day - Lecture only

Difficulty: All levels

Kit Fee: \$0



Short Description: Discover the fascinating world of fibers and fabrics with our comprehensive training program. Designed for both beginners and seasoned sewing enthusiasts, this course offers invaluable insights into the fabric industry and sustainable practices. From nature to yarn to cloth, explore the intricate details of various fibers and fabrics, including their qualities, environmental impacts, and consumer market trends. Gain insider knowledge, examine vendor color cards, and interact with garment samples to enhance your understanding. Learn about the 12 most popular fibers, criteria for high-quality fabrics, and essential considerations for successful garment and fiber art projects. Immerse yourself in this transformative learning experience and join us on a journey that will change the way you perceive and work with fabrics.

Social Media? No Problem! Leveraging This Platform to Strengthen Your Business



Presenter: Kelly Hogaboom

Half Day AM - Lecture/demo with hands-on workshop

Difficulty: All levels

Kit Fee: \$0

Short Description: Grow your brand without spending a dime on advertisements or direct mail. Learn the secrets to success through social media, email marketing, and blogging. Discover how platforms like Instagram, Facebook, Twitter, and TikTok can help you connect, engage, and attract clients. Whether you need more customers or want to deepen existing relationships, Kelly will guide you through a half-day workshop where you'll gain the power and freedom of these popular platforms. Let me teach you to love social media and make it one of your favorite business tools. Join me on this transformative journey to boost your brand and achieve your goals.

Friday Classes

Andragogy for Dummies! How to Teach Adults



Presenter: Lalona Alexander & Theresa Alexander

Half Day AM - Lecture/demo with hands-on workshop

Difficulty: All levels

Kit Fee: \$5

Kit Includes: Handouts

Description: You're no dummy. But what the heck is this andragogy? Basically, it's the study of how to teach adults. Do you teach a sewing or fashion course? Do you hope to teach in the future? Do you have or want to have apprentices? Well, this class is made just for you!

In this class, we will discuss how teaching adults is different from teaching kids, how to identify effective learning objectives, assessments, and classroom environments to nurture the budding fashionista. Learn from the Alexander sisters' multi-decade experience and training in education. This course is appropriate for formal teachers, informal teachers, and wannabe teachers alike!

Transform your (or your client's) Sloper into a Custom Dressform

Presenter: Mary Funt

Half Day AM - Demonstration only

Difficulty: Advanced

Kit Fee: \$0

Description: In this class you will learn how to make adjustments to a well-fitting sloper into a moulage, or mold of the body. Additional seamlines and adjustments will then be added to create a cover for your custom dressform.

The additional seaming refines the contours of the bust and hip areas. I will demonstrate my method for padding the dressform to replicate the desired body shape.

Class participants will be invited to try their hand at the padding process. I'll explain my methods for achieving the desired bust shape, body contours as well as fine tuning the body proportions onto a standard dressform. Very sloped shoulders are difficult since you can't cut down the shoulders of most dressforms. I'll share my techniques for replicating this shoulder. The demonstration will include how to sew and install the cover onto the dressform. Finally, balance lines will be added to the form. You will receive a pdf document as a reference for reviewing the material presented.

I have been teaching classes on how to create a custom form for many years. Students who follow the process are rewarded with a dressform that matches their shape. Through an understanding of the drafting process, you will have the knowledge to make adjustments if their weight changes.



Friday Classes

Learn the art of capturing + video editing

Presenter: Sarah Ward

Half Day PM - Lecture/demo with show and tell

Difficulty: All levels

Kit Fee: \$0

Description: Confused and overwhelmed about making videos? Feel like the world has left you behind? We're going to demystify video capturing and editing! In today's market, videos play a critical role from growing an audience on social media, promoting a new product, creating a tutorial, or even a class series on your website...the uses are endless! Come discover how to create and share your own videos. We'll start with the fundamentals of capturing footage and then show how to put together a basic video. We'll go over software options from free (but powerful) to the incredible Final Cut Pro (get a sneak peak!).

From there, we'll expand into the art of video editing so you can get across your intended emotion and story. To name a few, we'll talk about layering, using keyframes, plugins, transitions, movements, audio edits and sources, time lapses, speed ramps, etc. You'll walk away with the ability to edit videos to support your business endeavors.



Strategies and Solutions for Working with Diverse Clients



Panel Presenters: Kelly Hogaboom, Barbie McCormick, Kevin Gervais

Half Day PM - Panel

Difficulty: All levels

Kit Fee: \$0



Description: Join us for an insightful panel discussion on serving clients of all body types in the sewing industry. Our expert panelists, experienced in working with diverse bodies, will share practical strategies for overcoming barriers and creating garments that fit comfortably. Gain valuable insights into understanding unique body shapes, pattern adjustments, and fabric selection. Explore the importance of inclusivity and the role of sewing professionals in fostering a diverse and welcoming community. Whether you're a seasoned pro or just starting out, this discussion offers valuable skills and knowledge. Don't miss this opportunity to learn from industry experts and enhance your ability to serve clients of all backgrounds and abilities.

Friday Classes

The Why, the How, & the Joy of Couture Sewing

Presenter: Clara Kazemian-Dittli

Half Day PM - Lecture/demo with hands-on workshop

Difficulty: All levels

Kit Fee: \$0

Description:

- Why invest the time, money, and effort to make a couture garment?
- Why measurements are so important and how to take them. Each student will walk out with an accurate set of their own measurements. Students should wear/bring well fitting bra, camisole and slim leggings (optional) to ensure exact measurements.
- Importance of creating a muslin and transferring adjustments back to the paper pattern.
- Order of construction and importance of pressing throughout the process.
- Final Product: Satisfaction of a job well done, and a garment your client treasures.
- Tips on how to apply to a top fashion school.



photos from
ASDP 2010
"Common Threads"

Saturday ~ October 21, 2023

Taking Flight with Feathers



Presenter: Ellen W Miller

Full Day -Lecture/demo with hands-on workshop

Difficulty: Beginner

Kit Fee: \$99

Kit Includes: Over 20 different kinds of feather, including Rooster, Duck, Turkey, Goose Ostrich and Peacock feathers. Needle puller pad, buckram, cowgirl/boy hat to embellish.

Description: Feathers: a single, quivering wisp, a hint of whimsy or waves of color and texture. From goose to peacock, feathers add an exotic touch to any garment. There are many different kinds of feathers as each bird has several different kinds of feathers. Additionally, many feathers are dyed and shaped, creating even more choices for the designer. Whether altered or in their natural state, feathers add movement, elegance and sophistication.

After examining the more than 20 feathers in your kit, discovering how they behave and learning how to tell them apart, we'll spend the beginning of this full-day workshop exploring how to manipulate them by shaping, trimming, curling, burning-out, and sewing. From there we'll embark on two projects. First we'll ornament a sleeve with feathers or a boa. Then, in keeping with the spirit of Denver and the wild West, each participant will embellish a cowgirl hat with feathers, ribbon and other trims.

Design Bootcamp: Basic Training



Presenters: Lalon Alexander & Theresa Alexander

Full Day - Lecture/demo with hands-on workshop

Difficulty: All levels

Kit Fee: \$5

Kit Includes: Handouts



Description: Great designers are born, not made, right? Nope. Learn how to break down designing for anyone who is interested! In this class, we will warm up by learning how to analyze existing designs through the elements and principles of design. Then we discuss the design process to evaluate the target customer and trends. Finally, we will learn new tools to generate and sketch loads of designs. Be ready to work your brain. Now drop and give me 50 (designs)!

This is a general design class rather than one targeted to custom figures. Meaning, we talk about how design works using the elements and principles of design, how to generate ideas, and how to think about target customers. However, we do not cover how to flatter specific figure types, identify individual color schemes, etc. This course focuses on the process of design.

Saturday Classes

Couture Ironwork: How to create shape with the iron



Presenter: Mary Funt

Half Day AM - Lecture/demo with hands-on workshop

Difficulty: Intermediate

Kit Fee: \$10

Kit Includes: Handouts

Description: Ironwork is the art of transforming a flat two-dimensional piece of cloth into a three dimensional shape to better fit the body. It is a hidden secret behind the superb fit of many couture garments. Ironwork allows shaping not possible without adding darts and seams, which may be undesirable. By understanding the techniques, you will be able to add this couture touch to your work.

In this class, we will experiment with various fabrics to determine how to shrink and stretch garment sections using heat and steam. You will practice shaping sleeves, collars, lapels, waistbands plus numerous garment sections. We will see how a flat piece of cloth can be molded to better fit the body.

I will demonstrate the technique of shaping princess seams so that the horizontal pattern of the cloth remains an unbroken line. Waistbands fit better, sleeves will follow the natural contour of the arm, collars will hug the neck and more. Bring the iron and ironing board from your room to work along using fabrics provided in your sample pack. You will work with a professional quality tailoring muslin as well as wool and boucle fabrics.

The Student Funnel

Presenter: Erin Retelle

Half Day AM - Lecture only

Difficulty: Intermediate

Kit Fee: \$5.15

Kit Includes: Handouts

Description: The Student Funnel: designing a curriculum for student and teacher satisfaction.

Sewing expertise is only the tiniest piece of the teaching puzzle. Here we'll discuss how to structure sewing classes/lessons, so teacher and student maximize learning and minimize frustration. I'll share the methods I use to organize classes, figure out how long projects are going to take, and determine what to charge. We'll explore constraints like space, schedule, and supplies. I'll share how I go about getting information about sewing goals, learning style, and mindset from someone who doesn't yet possess the vocabulary to tell me, and how to build a clear path student and teacher can follow to a fun and rewarding sewing future.



Saturday Classes

Worth Every Penny! How to Determine Your Hourly SHOP Rate



Presenter: Barbie McCormick



Half Day AM - Lecture/ demo, with optional hands-on.

Difficulty: All levels

Kit Fee: \$5

Kit Includes: Printed handouts, worksheets, with instructions and tips.

Description: Worth Every Penny! Learn to determine your shop rate! In our industry, it is all too common for us to charge an adequate WAGE, but forget to calculate overhead! And we ALL have overhead! This class will discuss all of the numbers that need to be included, plus how to break it down into an ACCURATE hourly overhead to come up with your own shop rate! Pep talk and discussion on pricing, skills, availability, and knowledge. Basic worksheets will be provided, and students may bring a laptop or spreadsheets to plug in their numbers during class.

Professional Buttonholes



Presenter: Mary Funt



Half Day PM - Lecture/demo with hands-on workshop

Difficulty: Intermediate

Kit Fee: \$5

Kit Includes: Handouts

Description: A beautiful hand-worked buttonhole is a sign of top-quality finishing. Well-made ones enhance a garment but poorly done buttonholes can absolutely ruin the look. Many sewists avoid buttonholes altogether as they are unsure of producing good results. Achieving professional-level buttonholes does take practice but is much, much easier if you use the right tools and techniques.

In this class, we'll explore the necessary threads and equipment for success. The use of buttonhole gimp ensures the stitches have a smooth, even surface to rest upon. Silk buttonhole twist is available in various thicknesses. We'll learn how to choose the best weight of thread for your fabric. I will share tricks I've devised for working buttonholes in loosely woven boucle fabrics. An added bonus will be a demo of my goof-proof method for making bound buttonholes which works even on slippery or loosely woven fabrics.

Saturday Classes

Textiles:

Their Structure and Why They Perform the Way They Do

Presenter: Catherine Stephenson

Half Day PM - Lecture only

Difficulty: All levels

Kit Fee: \$0

Description: Join our half-day class for a comprehensive exploration of fabrics, perfect for sewing professionals seeking an in-depth understanding. Through a dynamic PowerPoint presentation, we'll delve into the origins and types of natural and synthetic fibers, their production processes, and performance properties. We'll then explore various weave and knit structures, discussing their qualities and performance in clothing. Engage in hands-on learning with a wide array of fabric samples to enhance your textile identification skills. Class handouts will provide additional information on fiber and fabric qualities, along with a list of commonly available fabrics and their categories. Gain a deeper understanding of fabrics, enabling you to make more informed fabric selections. Lastly, we'll touch on the latest eco-friendly fibers and fabrics in the market, as well as the sustainability of current fiber usage. Expand your fabric knowledge and make confident fabric choices in this informative class.



Color Expertise for Better Sales & Success



Presenter: Dianne Denholm

Half Day PM - Lecture/demo with show and tell

Difficulty: All levels

Kit Fee: \$0

Description: Unlock the magic of color in your sewing practice! Enhance your skills and attract new clients by gaining expertise in the captivating world of color. Explore how color influences fabrics, textures, accessories, and even thread choices for embroidery and top stitching. Learn to guide others in successful fabric shopping and color combinations, saving them money and avoiding frustrating mistakes. Discover the psychology and messages behind colors, influenced by personal experiences, social cultures, climate, and individual coloring. Dive into renowned color philosophies from Pantone Director Leatrice Eiseman and Colorado's Color Profiles System. Immerse yourself in the Munsell Color system, showcasing over 2,500 fabric swatches. This unique class, led by experienced fabric buyer Dianne, coupled with advanced color retreat certifications, offers invaluable insights into color's impact on wardrobes, branding, and increased sales. Join us for an engaging discussion and unlock the power of color to elevate your business.

Sunday ~ October 22, 2023

Illustration for Better Communication



Presenters: Lalon Alexander & Theresa Alexander

Full Day -Lecture/demo with hands-on workshop

Difficulty: All levels

Kit Fee: \$5

Kit Includes: Handouts



Description: Ever have trouble talking to clients or manufacturers about your designs? Not sure how to express that a dress should be “this full” and be “that long” without using your hands? Or maybe you just need help taking your skills to the next level. Well, good news! We are here to get you past your illustration roadblocks.

Whether absolute novice illustrator or advanced artist, we’ve got you covered. We can help you find the best way to draw your designs in a way that you feel comfortable. We will introduce you to drawing on croquis figures, photos of your client, and briefly to the concept of developing your own figures. Most of the workshop will be spent on how to draw what the client or manufacturer needs to see and how to communicate visually without any art training. Additionally, you’re welcome to draw with pencil and paper OR digitally on a tablet, whichever you prefer.

Couture Methods of Sewing Lace



Presenters: Mary Funt

Full Day - Lecture/demo with hands-on workshop

Difficulty: Advanced

Kit Fee: \$25

Kit Includes: Handouts with provided laces.



Description: Discover the elegance and versatility of lace fabrics in this class. Dive into the different types of lace, ranging from delicate to substantial, flowery to modern, and dressy to casual. Overcome the intimidation factor of sewing lace as we explore the best methods for handling and joining this exquisite fabric. Explore suitable seam options specifically designed for lace, and learn how the choice of underlining materials can greatly impact the final effect of your lace garment.

Delve into the art of arranging mirrored motifs on lace yardage, creating mirror image designs. Elevate your lace garment with couture-quality edge finishes, exploring unique hem, neck, and armseye treatments. Gain hands-on experience with a sample pack of diverse laces and underlayment fabrics, along with the opportunity to examine completed lace garments showcasing the techniques explored in class. Unleash your creativity and master the art of sewing with lace.

Sunday Classes

Shape Up Your Darts!



Presenter: Barbie McCormick

Half Day AM - Lecture/demo with hands-on workshop

Difficulty: All levels

Kit Fee: \$5

Kit Includes: Handouts



Description: The correct shape and placement of darts can make a huge difference in the fit of any garment. Fit variations such as sway back, high hips, rounded shoulders, full busts, etc can be EASILY accommodated just by shifting and shaping a dart! Class will include many samples of figure variations, and the simple dart adjustments to accommodate them. All dart adjustments can be easily done in the initial pattern draft, and many can be adjusted for RTW alterations!

Baby Bump or Full Hip Bridal or Formal Wear Alteration



Presenter: Brenda Breitenmoser

Half Day AM - Lecture/demo with hands-on workshop

Difficulty: Intermediate

Kit Fee: \$20

Kit Includes: Printed materials with step by step instructions on how to alter a dress.



Description: In this class, we will go over how to alter a dress to fit over a baby bump or add extra room for the full hip client using Brenda's unique method. She will demonstrate her method on different gown silhouettes and will cover what silhouettes her method won't work on and how she would approach this challenge.

Sunday Classes

Coach Your Way to an Expanded Client Base

Presenter: Rae R. Cumbie

Half Day AM - Lecture only

Difficulty: All levels

Kit Fee: \$0

Description: Energize your business plan by guiding sewing and fiber enthusiasts to sew their own clothes. Many women who have found their creative energy in the quilting, weaving, and heirloom communities are interested in sewing their own clothes. Young women are eager to develop sustainable wardrobes through sewing. They are frustrated with the fit and quality of ready-to-wear but need a guide into the modern sewing world. You can assist them with choosing and creating patterns that fit and finding the right tools, fabrics, interfacing, and techniques for a successful garment sewing experience. Learn where to find these potential students and clients and discover important information about their sewing habits.



Build from Within! Selecting the Right Interfacings!



Presenter: Barbie McCormick

Half Day PM - Lecture/demo with show and tell

Difficulty: All levels

Kit Fee: \$20

Kit Includes: Printed handouts with instructions and tips. Samples of interfacings, sources.



Description: For a garment to look great on the outside, it must have the right support on the inside!

This class will cover all sorts of interfacings; where and how to use them, which ones work best for what fabrics, and options for layering, strengthening, or softening interfacings!

Both fusible and sew-in options will be shown, handled, and discussed. Methods for using either or both, and a number of pairings to tailor the amount of support specifically to fit your needs! Various combinations of interfacings and fabrics will be shown for samples.

Sunday Classes

Planning Garment Ease for a Collection

Presenter: Anne Kuehn

Half Day PM - Lecture only

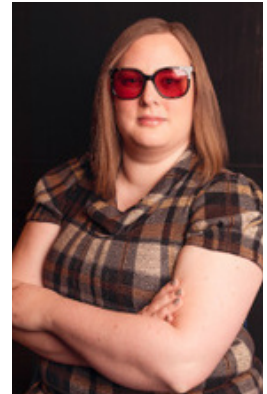
Difficulty: Intermediate

Kit Fee: \$15.45

Kit Includes: Fabric swatches of different thicknesses. Handouts

Description: Garment ease is something that we often add to patterns as a number that we have been taught to add as the standard amount for a certain application. Why do we add this amount? Where does it come from? What about large sizes and very small sizes? And how does this affect the other garments in a collection?

Come and learn how to calculate garment ease and how the distance of the fabric from the body and the thickness of the fabrics we use affect the outfits we put together. Especially when it comes to planning outerwear. When planning a collection it helps to be able to see all garments at once and how they will fit together.



You are your greatest asset: Why self care should be a focus in running your business



Presenter: Krista Gorrell

Half Day PM - Lecture/demo with hands-on workshop

Difficulty: All levels

Kit Fee: \$0

Description: You are the most important tool and asset in your business. And just as we take care to clean and oil our sewing machines, you need care and attention too. This class will cover a variety of ways to take care of you with the goal of increasing your productivity, including sleep, nutrition, movement, stretching, and mindfulness techniques. This is an interactive class, we will be practicing the techniques covered in class. Please come to class with an open mind and ready to try. This class is for bodies of all shapes, sizes, and abilities, please contact me if you have any questions or concerns.

Conference Events

Our group gathering events are designed to foster connections, inspiration, and a sense of camaraderie among attendees. These events provide a valuable opportunity to engage with fellow professionals, share experiences, and build lasting relationships that can support and elevate your career long after the conference concludes.

During these gatherings, you'll have the chance to network with industry leaders, experts, and like-minded individuals who share your passion for sewing and design. Exchange ideas, gain insights, and collaborate on projects that spark your creativity. The connections you make bring you together with a supportive community of professionals who understand the challenges and triumphs of the sewing and design industry.

Beyond the learning and networking opportunities, our group gatherings offer a platform for celebrating our shared love for the artistry and craftsmanship of sewing and design. From exciting social events to engaging panel discussions, you'll be immersed in an atmosphere that ignites inspiration and fuels your passion.

Get ready to learn, grow, and create memories that will enrich your professional journey. Let's come together and celebrate our shared passion for sewing and design at the ASDP Conference!



Core Conference includes tickets to the Welcome Reception; Keynote Luncheon, Fashion Show; Annual Meeting & Banquet; and Farewell Reception.

Individual Event tickets will be available a la carte; quantities may be limited for some events.

Dress is business casual unless otherwise noted.

Welcome Reception

Thursday, October 19th, 6pm - 7:30pm

Come party with us as we kick off this year's conference and celebrate ASDP in 2023!

Hors d'oeuvres provided. Cash bar.

Conference Events

Keynote Luncheon

Friday, October 20th, noon - 1:30pm

Presenter Deepika Prakash

Fabrics or patterns? She can't decide which one she likes more, so Deepika keeps a stash of both handy. She founded PatternReview.com 20 years ago when she was trying to figure out why that Burda blouse pattern she'd sewn didn't look like the pattern cover and she didn't have any friends to talk sewing with. Her personal endeavor grew to become a thriving business, serving a vast community of sewing enthusiasts of all skill levels, and today, the site is home to more than half a million members worldwide. When she is not working on PatternReview, she likes to hike, walk, and connect with nature. Over the years, Deepika has published several articles in sewing magazines like Threads, Stitch and Sew News. You may have also seen her talk about her favorite knit garments on Its Sew Easy TV Show. She loves to travel and seek out fabric stores. But the thing she looks forward to the most, is connecting with the broader sewing community and hearing about their sewing journeys. In 2018, Deepika was the keynote speaker at American Sewing Guild's 40th anniversary conference in Las Vegas which was attended by 700 people.



Fashion Show

Friday, October 20th, 7pm - 9:30pm

Join us at this year's Student Showcase, Member Showcase, and Threads Challenge fashion shows!

Dress is cocktail or semi-formal.

Click the links below to find out more

[2023 Student Challenge](#)



[2023 Threads Challenge Theme:](#)

[Inspired by Art: Outerwear Edition](#)



Conference Events

Banquet Dinner and Annual Meeting

Saturday, October 21st, 6:30pm - 9:30pm

Join us Saturday evening for a buffet dinner, followed by the ASDP Annual Meeting.

Dress is cocktail or semi-formal.

Farewell Reception

Sunday, October 22nd, 5pm - 6:30pm

Join us one last time to network and say goodbye to those you have met throughout the conference! Make sure to get people's contact information so you can keep in touch.

Hors d'oeuvres provided. Cash Bar.



2023 Fabric Store Tour

Monday, October 23rd, 8:30am - 6pm

Join us for an exhilarating fabric store tour during the 2023 ASDP Educational Conference! Discover the vibrant textile havens of Denver and Boulder as we explore four carefully curated fabric stores, each offering a unique selection of exquisite fabrics and supplies. Sit back and relax on our chartered bus, where you'll enjoy scenic views while traveling between stores. Don't miss the opportunity to indulge in a delicious Mexican lunch at a local restaurant, adding a touch of flavor to this unforgettable fabric-filled adventure!

Denver Things to Know

The Denver ASDP chapter is hard at work preparing for this year's Conference! For those not local to the area, here are few things to know:



City: Denver, Colorado - The capital! It is an American metropolis dating to the Old West era. There is lots of history here from the landscape to the architecture and museums. Denver is also a jumping-off point for ski resorts in nearby Rocky Mountains.



Travel: The hotel for conference is located South of downtown Denver, about 27 miles from the airport. You can take an Uber, Lyft, Taxi or navigate the transit system. The transit system are currently \$10.50 (prices are subject to change) and rideshare and taxi transports will cost \$35-50+.

We have reserved a shuttle and are working on logistics to coordinate a group transport on *Thursday, October 18th*. If you would like to take advantage of a pre-purchased shuttle on Thursday, contact conference@sewingprofessionals.com for further information.



Hotel: Hyatt Regency Denver Tech Center is conveniently situated minutes from downtown and only steps from the Bellevue light rail station. They have a full service fitness center and indoor pool (really nice!). The rooms have double beds. Mini refrigerator and microwave available upon request.

Hyatt Regency Denver Tech Center
7800 E Tufts Ave, Denver CO 80237

\$159/night - Single/Double
\$175 - Triple
\$191 - Quad

[Book Your Hotel](#)



Weather & Attire: With 300 days of annual sunshine, mild temperatures and record snowfalls, there's never a bad time to come to Colorado. Here's some helpful Denver/Boulder weather information: in October usually between 36-66 degrees, but temperature can drop from balmy to snow in a single day. Bring clothes that you can layer and still be comfortable. Dress during the Conference should be your work clothes for greeting clients or business casual. Remember that we are representing our Professional Association.

Charity Sewing

Join us for a heartwarming Day of Sewing for Charity on Thursday, October 19, 2023, during our Conference this year. Together, we will make a difference in the lives of children on the Hematology floor of Children's Hospital Colorado through the purpose of Reese's LairWear.

Reese's LairWear is inspired by the brave journey of Reese, who battled Acute Myeloid Leukemia. We will be creating lounge pants, masks, and knit hats to serve the needs of these courageous children. Our goal is to bring comfort, joy, and a momentary escape from their hospital environment.

Join us on this mission of compassion and generosity, as we make a positive impact in the lives of these brave little warriors. Let's come together, share Reese's story, and create something meaningful for those who need it most. Your participation, even for a day, can bring comfort and hope to a sick child. Together, we can make a difference.



[Find out more about Reese's LairWear.](#)

Vendor Marketplace

During our annual educational conference, we are thrilled to offer a vibrant marketplace featuring a variety of vendors. This is the perfect opportunity to connect with sewing enthusiasts and professionals, while exploring the latest sewing products and services.

Our vendor marketplace is designed to provide you with an engaging and informative shopping experience. Here you will find an array of vendors showcasing their products and services, including sewing equipment, fabrics, patterns, books, and much more.

We encourage you to take advantage of this opportunity to network with fellow attendees and engage with the vendors. This is the perfect time to ask questions, get inspired, and explore new sewing techniques.

Don't miss out on this exciting opportunity to discover new sewing products, learn from experts, and connect with the sewing community. We look forward to seeing you at the vendor marketplace!

2023
Marketplace
Hours

Friday, October 20 1:30 PM – 7:00 PM

Saturday, October 21 8:00 AM – 6:00 PM

Sunday, October 22 8:00 AM – 1:30 PM

[Become a Vendor](#)

Sponsorship

Following our successful and enthusiastic return to in-person events in 2022, we are gearing up for an even more exciting in-person conference at the 28th Annual ASDP Educational Conference in Denver, Colorado! This year's conference "**Casual Couture: Elevate Your Business to New Heights**" features high-caliber instruction in sewing techniques, fitting, creative design, business practices, and other aspects of sewing and design. This year is no exception as we hope to continue the tradition of providing an excellent conference to our members and the sewing community.

Are you looking to showcase your brand or products to our community of passionate and skilled sewing and design professionals? We invite you to become one of our 2023 sponsors. There are a variety of sponsorship opportunities available to meet the needs of your organization. Please read further for details of sponsorship opportunities!

2023 Conference Sponsorship Packages

ASDP is a trade organization supporting education, networking, and other resources for entrepreneurs in the sewing and design industries. Our members are involved in professional sewing in a variety of specialties, including custom clothing, formal and bridal wear, design, sewing education, pattern making, tailoring, alterations, costumes, wearable art, image consulting, sample making & production sewing, and other industry-related areas.

For more information about us, visit www.sewingprofessionals.com.

Thank You 2023 Sponsors!

Copper Sponsors

Allyn's Fabric and Bridal Supply

SewBo

Elfriede's Fine Fabrics

Treelotta: Fabric + Craft Studio

The Sewing Lady