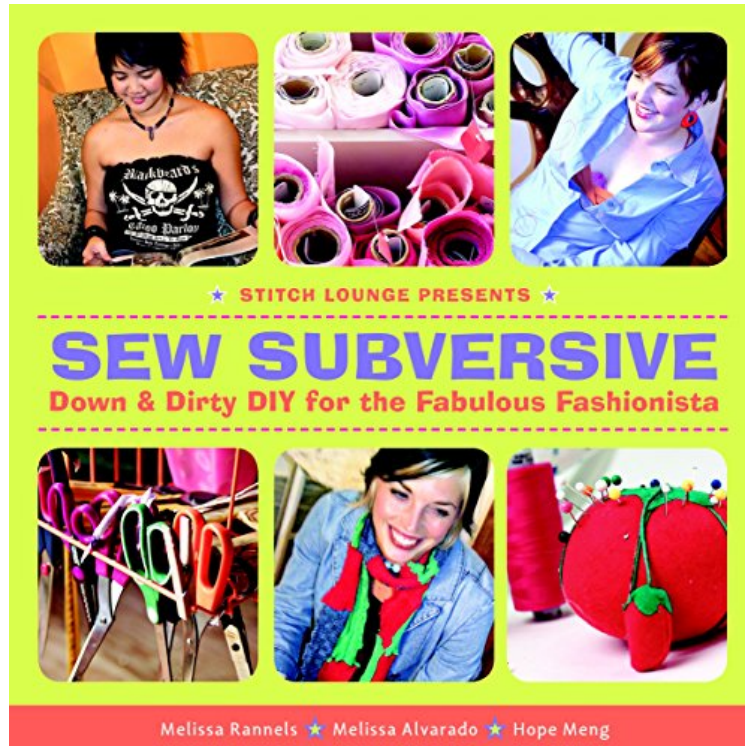


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## Sew Subversive: Down and Dirty DIY for the Fabulous Fashionista

*Melissa Rannels, Melissa Alvarado, Hope Meng*  
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**Melissa Rannels, Melissa Alvarado, Hope Meng : Sew Subversive: Down and Dirty DIY for the Fabulous Fashionista** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sew Subversive: Down and Dirty DIY for the Fabulous Fashionista:

2 of 2 people found the following review helpful. Don't judge a book by its cover. By AlterEgoChrissBased solely on the preview and reading some of the reviews for this book, I was expecting much more than I got. The first 80 pages or so are all instructions on basic hand and machine sewing, and tips on selecting fabric. For a novice sewer, this is all fine and good. But I was not given the impression that this was a book geared toward first-time sewers, and I must say I was very disappointed with the rest of the content in the book. The title and cover would lead you to believe that the book is full of new and original ideas, but aside from the chapter on repurposing, the majority of the projects in the book are nearly identical to those found in any book of basic sewing projects. (The first project is a pillowcase!) The most original ideas in the book are not found until the last pages, and are still not very impressive and often looked unfinished. I'm glad I bought my copy used at a discounted price, or I would feel a bit ripped off. For someone who has never sewed beyond hemming or basic mending, the book should be a joy to read. For anyone with a bit more experience under their belt, I would suggest looking elsewhere for inspiration. 2 of 2 people found the following review helpful. Great for beginner seamstresses By Tasha Llewellyn I bought this book to help me start out sewing - I

learnt when I was younger but needed to pick up the basics again. It's got an excellent introductory section with all the essentials of machine and hand-sewing, plus tools you'll need. The project instructions are easy to follow, though the projects are extremely basic - pillow cases, skirts, plus a lot of reconstruction of clothes you already have, which is what I liked most. This would be helpful for beginner seamstresses as well, as most beginners probably don't have a lot of new fabrics to work with, and reconning is the best place to start. Most of the projects rely a lot on the "unfinished" look, so if you like your sewing a bit neater, this probably isn't for you. At the end of the book there's also a huge list of various websites to visit for more sewing project ideas, online fabric stores, craft communities, etc. Overall a pretty great book for a beginner interested in chopping and changing the clothes in your closet. 11 of 11 people found the following review helpful. Disappointed at first... By H.B. I'll admit it, I was very excited to get this book (being from the Bay Area an all). At first I was disappointed cause it started out as a crash course in sewing, I have been sewing for 10 yrs so I skipped all of it. Even the projects in here did not seem that spectacular. However the more I looked at the projects and re thought my wardrobe, I got excited cause their ideas spawned more ideas and personalized the projects. I have actually made a few of the projects in there, not their way, but I would have never even tried some of those things (that turned out super cute btw). Yes I am 27 with an eclectic style, so the book does speak my language.

Sew Subversive is about making fashion your own, whether it's embellishing or customizing off-the-rack clothing or transforming clothes that have lost that loving feeling. The three twenty-something co-owners of Stitch Lounge, an urban sewing studio in San Francisco, teach you, in plain, fun language, how to do it, whether you're hand sewing, machine sewing, or, in a few cases, simply wielding a pair of scissors. The first three chapters lay the ground work: Hand Sewing Basics, You and Your Machine, and Gearing Up, which includes Fabric 101, how to set up a sewing space, and a run-through first project on the sewing machine. Then the fun begins with Embellishing and Customizing projects, including adorning your pant legs with ribboning, turning a computer-scanned image into an iron-on that you can apply to a t-shirt or skirt, taking in a skirt, or untapering a pair of pants (the authors believe tapered pants are the devil's work). Then move onto Refashioning: The Next Life of Your Old Clothes and turn a t-shirt into a skirt, a sweater into a halter top or legwarmers, or a pair of pants into a hip belt. There are 22 projects in all, some of which only require an iron and/or pair of scissors, while others can be sewn by hand, for those readers who haven't yet made the sewing machine plunge.

From Publishers Weekly Fashion hipsters Rannels, Alvarado and Meng are co-owners of San Francisco's Stitch Lounge, a drop-in sewing center where would-be fashionistas can rent sewing machines by the hour, take lessons and compare notes on design and technique. They are enthusiastic teachers and, in their first book, give beginning sewers all the basics, plus 22 tempting projects. Their mission "subverting" fashion is all about "embellishing and customizing clothes refashioning them to make them uniquely your own." This can mean anything from altering the fit of a blouse with pin tucks and sewing ribbon stripes onto an old pair of jeans to whipping up a sun dress out of a pillowcase. They start with a solid chapter on hand sewing (mending rips, hemming skirts), then tell you everything you've ever wanted to know about sewing machines but were afraid to ask. T-shirts are torn apart to make mini skirts, shoulder bags and tube tops. It's true that the results have a shaggy and informal look, definitely suited to a young audience, but the projects are quick and fun and get the creative juices flowing. With its casual approach and offbeat creations, this is definitely not your mother's sewing book. (Sept.) Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Once related to little old ladies, the frugal minded and neohippie handicrafters, sewing your own clothes is back in vogue... New books such as Sew Subversive by the founders of Stitch Lounge in San Francisco... give step-by-step instructions for all kinds of projects." - Time magazine "Sew Subversive is filled with lots of inspiring DIY fashion, refashioning ideas, and tutorials for projects like making a pillowcase dress, or turning old sweaters into a scarf." - CRAFT magazine "This book rocks!... The owners of Stitch Lounge took a decidedly alternative approach to designing and repurposing clothing... whether your look is grunge or sophisticated casual, there's something here for everyone." - "Creative Techniques magazine" What fun! Clever, off the wall, creative and definitely not your granny's sewing book. These three young authors have managed to create a sewing guide that speaks the language of the young. As an example, we usually refer to the right side and wrong side of the fabric; the two Melissas and one Hope refer to the party side and the business side of the fabric. This gets the new sewer all the information that is needed to get down to the fun part... the creative sewing... fast. Linda Stewart, Professional Association of Custom Clothiers From the Author We are three sew-positive ladies who want to spread the sewing gospel to the next generation of sewers. cases of potential new DIYers/seamsters completely intimidated by learning how to sew. No longer! Sew Subversive was conceived with the aspiring sewer/DIYer in mind. We break it down to the very basics of sewing (starting from the beginning with hand sewing) and provide a variety simple, low-risk projects using the clothes sitting in the back of your closet to encourage you to get out there and get your sew on! Sew Subversive is not a book of fancy, precision sewing techniques or elaborate formal wear- quite the opposite! We encourage sewing in its easiest of form. You don't need to know your weft from your waft or how to make a perfect princess seam to start loving sewing. Mistakes are inevitable and imperfections will happen, but don't let that stop you!

Grab a needle and thread and give it a whirl!