

oliver + s



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**NEWS RELEASE**

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## **Oliver + S Premier Collection of Children's Clothing Patterns Now Available Nationwide**

**NEW YORK, MAY 19, 2008**—Oliver + S sewing patterns for children's clothing are now available at select specialty retailers across the country. Liesl Gibson, seasoned fashion designer and writer of the popular blog, Disdressed ([www.disdressed.blogspot.com](http://www.disdressed.blogspot.com)), grew frustrated by a fruitless search for modern sewing patterns for her toddler. She created her own designs and a brand was born.

"Today's design-focused television programs, like 'Project Runway', have catapulted the art of sewing up to the hottest crafting trend this year," says Gibson, "and there is no sewing category more overdue for a makeover than sewing pattern designs for children's clothing."

The spring 2008 collection, retailing at \$15.95, features patterns for little girls in sizes newborn through 5 years. Forthcoming collections will include designs for boys as well as patterns for older children up to size 8.

A key feature of the company's fresh take on sewing patterns are its easy-to-follow, detailed instructions that include helpful tips and techniques for making each pattern fun, easy and enjoyable. And each pattern includes a paper doll with an outfit to match the design inside the pattern.

**Oliver + S produces contemporary children's patterns for sewers of all levels. Liesl Gibson, company founder and chief designer, trained at New York's Fashion Institute of Technology and has worked as a designer for top international fashion brands. She teaches popular sewing classes in New York City and also authors the well-known blog, Disdressed ([disdressed.blogspot.com](http://disdressed.blogspot.com)) which covers sewing, design, parenting and daily life.**